

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXXII.

NEW YORK, August 25, 1910.

No. 8.



AUG 26 1910
LIBRARY.

IT IS OUR BUSINESS TO MAKE ADVERTISING PAY THE ADVERTISER. If we hadn't made good at our job, we wouldn't have the largest advertising business in the world.

It has never been our policy to publish the methods or means by which our many clients have, under our guidance, made advertising pay.

To our way of thinking, your advertising agent has no better right to enlighten your possible competitor through a public discussion of your business affairs, than has your lawyer to discuss your legal plans through the medium of his daily newspaper.

This attitude on our part appeals to the class of business men whom we serve. No organization has ever had a more loyal group of clients or more loyal group of workers than ours.

To any seriously intentioned business man, who is seeking real information about the best advertising methods, we will be glad to give the names of a few nationally-known houses that have dug deep into advertising essentials and are willing to tell the facts.

Philadelphia

New York

Boston

Chicago



The Sign of Merit

A Powerful Paper Covering a Prosperous State

Moreover when you address the farmers in Wisconsin you have no prejudices to combat. Before city people can be induced to use your goods they must be induced to discard the brand they are at present using. But here in Wisconsin your goods will find an open welcome.

Our farmers are prosperous. For years their income has been steadily increasing. They have prospered out of the old nameless lines their dealers formerly handed them and are now seeking better merchandise. They offer a receptive market in which you can establish your line as standard.

THE WISCONSIN AGRICULTURIST

—BLANKETS THE STATE—

It is read in sixty thousand homes—by the best third of the farm families—in the best sixth of the State homes. And please understand that when we say "read" we mean from cover to cover. It not only supplies the farmer with suggestions for greater profits and keeps him in touch thoroughly with the newest farming conditions but also it is his friend and advisor on a thousand and one subjects. It is a personal proposition and therefore powerful.

Let us show you how this power reacts on the advertising pages and what profits advertisers are making from this journal.

THE WISCONSIN AGRICULTURIST

ARTHUR SIMONSON, Publisher
Racine, Wisconsin

Geo. W. Herbert,
Special Representative,
First National Bank Bldg., Chicago.

Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row, New York City

Member Standard Farm Paper Association

PRINTERS' INK.

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WHO SHALL BE THE ADVERTISING BOSS?

TWO IMPORTANT FACTORS IN THE DISTRIBUTING CAMPAIGN—THE REAL DIFFERENCE BETWEEN ADVERTISING AND SALESMANSHIP.

By Roy B. Simpson.

Until recently advertising and sales manager, Keller-Santo Vacuum Cleaner, Philadelphia.

The two big factors in the selling campaign are the advertising manager and the sales manager. They should pull together, but very often they don't. When they fail to work in harmony it is time to eliminate the disturber or merge the two departments under one head.

Usually the ruction is started by a sales manager who has little or no knowledge of advertising. He feels the responsibility of his office and considers advertising as one of the means of effecting sales; therefore he must have absolute control over the advertising department; he dictates the policy, determines the style of copy and chooses the mediums to be used. He even selects his own advertising agency.

The result is frequent quarrels between the department heads and a disruption of the whole organization, for both managers have their friends among the concern's distributors. It soon becomes known all along the line that something is wrong at the home office.

A striking example of this condition is found in the experience of a large concern manufacturing high-grade mechanical specialties. The selling campaign was started by a man skilled in both advertising and sales management,

who was given full charge of both departments. The business grew rapidly and within a year the distribution covered practically the whole of the United States. The selling expense was kept within twelve per cent of the retail price.

But one day the president decided to make room in the organization for an intimate friend who wished to invest a few thousand dollars. The position of sales manager was created and the president's friend was duly installed. The original advertising and sales manager was forced to confine his efforts to the preparation of copy and booklets.

The new sales manager promptly abolished the plans that had been proven successful. He demanded that the advertising manager consult him on all publicity matters. There was a fight over every piece of copy and soon the sales manager was his own copywriter. Selling plans were constantly changed, dealers became discouraged and business began to drop off at an alarming rate. Finally the new sales manager admitted that his inexperience in the advertising game caused him to make costly mistakes—yes, costly because under his administration the cost of selling had increased from 12 to 25 per cent of the retail price of the goods. He then stepped out and the business was restored to its former vigor.

Another case—an old-line shoe manufacturer had for years been selling his output to the jobbing trade. Little or no advertising had been done, but the puny attempts at publicity had been made by the sales manager of the concern, who had worked up to this position from the ranks of jobbers' salesmen. The board of di-

rectors met one day and decided that the concern wasn't making money fast enough. They voted an advertising appropriation big enough to promote a national campaign on a real classy shoe for women to be distributed through the retailer.

This required the services of an experienced advertising manager. They found a high-grade man who knew how to get an audience with the better class of women. His record was right and he got the job. But the sales manager had been a part of the organization for so many years—he was so thoroughly imbued with the distribution - through-the-jobber plan—that the able work of the advertising manager seemed very amateurish.

Right in the beginning the advertising manager was knifed to beat several bands. He soon learned that the sales manager was to blame for it and the S. M. assured him he was "working against his schemes for the good of the business." Then the A. M. got the S. M. on the carpet before the board of directors and they fought it out. The A. M. won—simply because he thoroughly understood the game of distribution of merchandise by means of advertising and the S. M. didn't. The advertising manager was then placed in charge of this particular branch of the business and he has made good every year since.

Unpleasant situations such as mentioned above are by no means rare. They are of frequent occurrence in many of the oldest and most successful institutions. They can be overcome only by having a sales manager and an advertising manager so nearly matched in ability that they will pull together; or, by employing a sales manager with sufficient advertising experience to direct the full campaign; or, by hiring an advertising manager so skilled in managing a sales force that he can successfully handle both the sales and advertising.

Where there are two separate departments both managers should work together without friction,

neither subservient to the other, but it is too often the case that they quarrel and accuse each other of errors of judgment. When such disturbances occur the business suffers a loss. Neither the sales nor the advertising manager can long stand this sort of thing without losing much of his enthusiasm and initiative. Such quarrels do more than anything else to rob a good man of his efficiency.

Friction between the sales and advertising manager and the question of authority, or "who's boss?" is to a large extent due to the development of advertising as a science and a profession. The advertising manager now performs many of the duties that formerly fell to the lot of the sales manager and the S. M. has permitted him to do it.

A few years ago the advertising manager wrote an occasional piece of copy or a booklet. The copy was given to an agent with instructions to "put it in this list of publications." The booklet was given to a printer with permission to use his own judgment as to the creation of the job.

At the same time the sales manager was the big man of the concern. He hired the salesmen and trained them. He outlined the selling policy and dictated the terms of purchase and the line of credit. He knew the amount of advertising done by each of his competitors and the volume of business resulting. He knew the business from A to Z, and was the fountain head of inspiration for every man and every institution interested in the distribution of his product. The sales manager was an enthusiast—so much so that his enthusiasm often was mistaken for egotism.

All this has been changed. The advertising manager is no longer the bumping-post between his concern and the advertising agent—he is the force that does the bumping. It is the advertising manager who gathers the data concerning competitors. It is his work that creates the campaign—his work that makes the demand for the goods. He knows and

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the "old man" knows that distributors cannot be obtained without advertising and the distributors cannot be expected to move the goods from their cases without continued advertising by the house.

And when the distributing organization is completed it is the advertising manager who keeps both the field force and the local dealer keyed up to the highest pitch. In most cases the "ginger" letters sent out over the signature of the sales manager emanated from the fertile brain of the ad man.

As the physician religiously attends the clinics to keep thoroughly posted on the newest and best ideas in his profession, so the advertising manager attends the weekly discussions of his club and the annual conventions of ad men to keep posted. He is of necessity a student of advertising problems. He goes out on the street and tries a new piece of copy on the first ten or a dozen people he meets, and if there is a new plan designed to interest a certain class of people the advertising manager consults the dealer and invites criticism. He will even go to the people themselves to get their viewpoint.

I recall an instance where a new food product was to be placed before 10,000 boarding-house proprietors. The advertising manager knew his audience and he prepared a mailing card which he thought would have the desired effect. It was submitted to the sales manager, who took it to the general manager. The G. M. said it wouldn't make him buy a package, therefore he couldn't approve it.

The general manager had never been inside a boarding-house, so the advertising manager proposed a test with 100 cards. A strong personal letter was written to 100 representative boarding-house proprietors, requesting their opinion of the card enclosed. A stamped, addressed envelope was enclosed for their reply.

Seventy-eight answered. Fifty-five wanted to know where they could buy the cereal; fifteen said

they could offer no suggestions for improving the card and eight thought the card could be improved by slight changes in wording. The result so pleased the general manager that he promptly reversed his opinion and this piece of advertising was used with great success.

The experienced advertising manager is, therefore, a keen student of human nature. He has risen above the small details of his department to spend his time meeting and getting acquainted with his audience. He studies their likes and dislikes and where it becomes necessary to change his model to suit theirs he is there with the goods.

More than this; the advertising manager knows printing and engraving. If he has had practical printing and editorial experience he is a lucky man. If he hasn't enjoyed such advantages he loses no time in acquiring sufficient knowledge to enable him to figure costs on printing and engraving bought by his concern. A careful advertising manager will often save more than his salary on printing alone.

The real red-blooded advertising manager no longer permits the advertising agent to make his plans and dictate his policy. He is the power behind the campaign and he makes the agent his assistant—the ideal relation between advertiser and agent.

Many high-salaried sales managers have allowed their power to be absorbed by the advertising manager to such an extent that the sales manager is but little more than a figurehead. The real work of business-getting is done by the man at the head of the advertising department.

Some of these sales managers employ the traveling force and give them the talking points about the product. The salesmen may even have the advantages of a "school of instruction" under the direction of their new boss. But the advertising manager can do as good a job because he is a better judge of men and because in nine cases out of ten he is the originator of the instructions in

salesmanship handed out by the sales manager to his new men.

Again the sales manager may change his men so the star performers may be available to work an unproductive territory. The advertising manager is then requested to plan a local publicity campaign to back up the salesmen. As the advertising manager bears the heaviest end of the burden why shouldn't he direct the movements of the men? He knows their records and can direct the field force as well as the sales manager.

There are no duties that fall to the lot of the sales manager that cannot be as well or better done by the advertising manager. If there are changes of policy he can make them known more effectively than anyone else; if there are quarrels and petty jealousies among the traveling force he can straighten them out. Any advertising manager worthy of the title is big enough to step into the sales manager's shoes at a moment's notice.

During the last fifteen or twenty years salesmanship in its relation to advertising has undergone a great change. The great advertising campaigns of the present have made the salesman's work easy, particularly in the staple lines. Salesmen handling some of the advertised brands of soaps, cereals or other commodities are little more than order-takers.

Occasionally shrewd salesmen of soap, for example, will note that the market for raw materials is rapidly advancing and may imagine that it presages an advance in the cost of producing his line. He then frames up an argument to make the trade load up in anticipation of a rise in price. It may be good salesmanship, but is a risky thing to do without definite instructions from headquarters.

Or the salesman may use the news of advertising back of his product to make a customer double his regular order. This is good salesmanship. The man on the road who is making good is the one who is advertising the advertising of his concern to

every customer in his territory.

But 90 out of every 100 salesmen on staple lines are mere order takers. They know the trade knows their line and they merely drop in to see if there's anything doing, or if a new store has been established since their last visit they get busy and get the proprietor's order.

Let one of these salesmen start out with a new article without advertising behind it—again, soap for illustration. He may say "Floatina Soap is 99 $\frac{1}{100}$ % pure" and still fail to convince the grocer that he should handle it. The salesmen then puts up a strong talk that lands an order. That argument was an advertisement pure and simple. The act of selling was in writing up the order. Look up the definition of "advertising" and "selling" in your dictionary and you'll say I'm right about it.

The high-grade specialties like cash registers and adding machines require a higher order of salesmanship. Every retailer appreciates the value of a cash register and every office man knows of the great saving effected by the adding machine, but it is no easy task to make the prospective customer give up the price.

As advertising has made the selling of desirable articles easy, the advertising manager is the really big factor in the selling campaign. Yet the majority of sales managers feel that the burden is on their shoulders.

Most sales managers, with a strong advertising department back of them have a comparatively easy job and any sales manager who discredits the work of the advertising department and makes a doormat of its manager is entitled to very little consideration. There are many sales managers of the Hugh Chalmers type who are broad enough to elevate the profession of advertising to the important place it deserves. We need more like them.

In view of the relations of these two great organs of distribution who should be master of the situation—the sales manager or the advertising manager?

Theodore Roosevelt

on

National Issues

In The Outlook of September 3

The Progressives, Past and Present

In The Outlook of September 10

The Pioneer Spirit and American Problems

In The Outlook of September 17

The Tariff: a Moral Issue

Mr. Roosevelt's own story of his recent trip to the coal fields of Pennsylvania will appear in an early issue

The Outlook

DOES PRICE PROTECTION INCREASE OR DECREASE SALES?

A RADICAL VIEW REASONED OUT
VERY PLAUSIBLY — THE SMALL
DEALER LEFT TO HIS FATE—VOL-
UME OF SALES THE THING THAT
COUNTS.

*By the Advertising Manager of a
Widely-Known Toilet Specialty.*

In a recent issue of **PRINTERS' INK** Jesse Straus, of Macy's gave your readers a most interesting article concerning price cutting from the standpoint of the big department store using price as its principal argument to win trade.

Most of your readers will probably disagree with Mr. Straus in many particulars, assuming that a price-protected article gains the closer co-operation of the dealers as a whole because of the assured profit.

But let us consider this matter now from the standpoint of the manufacturer of an article simply protected by trade-mark, and not by patent, and, therefore, exposed to the army of imitators who are always ready to step in and take advantage of a demand created by someone else. There are many manufacturers of trade-marked goods in the drug, food and other fields who do not believe in forcing the consumer to pay the big dealer what amounts in his case to an abnormal profit simply that the little dealer may make what for him is a normal profit.

The theorist says, "The manufacturer ought to protect the little fellow, otherwise he cannot exist." But from a practical standpoint does the manufacturer *want* the little fellow to exist? Aren't there hundreds and thousands of small retail stores in every class of business which *have no reason* for existence? Wouldn't the manufacturers, the dealers themselves and the consumers all be better off if all retail merchandising could be concentrated in one-half or one-quarter the number of stores now struggling to make both ends meet?

The manufacturer's problems of distribution and of selling would be simplified, the retailers left in business would, by their increased volume of trade, be able to reduce selling expense and be able to give better service than it is possible for the small store to give.

WHY THE SMALL DEALER MAY BE
IGNORED.

It is a noticeable fact that in all lines the small dealer is the one who talks most about the advantages of price protection; the dealers with the really "worth while" business feel that they are able to conduct their own affairs and make their own prices without dictation or advice from outside sources. The small dealer, on the other hand, isn't strong enough to bear the brunt of the battle for business alone; he not only lacks output, but he lacks capital and, as a rule, lacks business acumen. He is not the man the manufacturer must look to for a really profitable business. By protecting his prices, the manufacturer may get the good will of trade of this class but it won't help him with the big dealer, who in most cases opposes any plan that puts him on an equal footing with the little dealer with his small capital, his imperfect organization and his general business incompetency.

Then, too, there is the public's side of it. Most advertised specialties are in a certain sense luxuries. Luxuries are largely purchased by those who can afford them, and the lower the price of the luxury to the consumer the wider its field of sale. It is a case of "the higher the fewer."

Nearly every advertised, trade-marked specialty has its unadvertised, untrade-marked imitators selling at lower prices than the original. If the advertised article is price protected and the imitation is sold for considerably less, price protection makes the difference in the cost to the consumer between the original and the imitation a pretty strong factor.

DOES PRICE MAINTENANCE DECREASE
CONSUMPTION?

In proof of the writer's opinion that price maintenance by raising

the cost to the consumer tends to decrease the consumption of an advertised specialty, I have only to state the actual experience of the trade-marked toilet specialty advertised by my firm. In those cities where price agreements exist between dealers themselves—where all are getting “full prices”—our per capita sales without exception are the smallest. In the cities and towns where cut prices are in vogue our per capita sale is the largest, though concentrated in fewer stores.

In the full price town the rank and file of small dealers are, indeed, “more friendly,” but this friendship *doesn't show up in their sales*. In the cut price town, the rank and file are “unfriendly”—all advocating and advising “price protection”—but in those towns the sales of the few big dealers selling our product on a comparatively small margin are so large and so satisfactory as to make us almost willing to forget that the small dealers are there at all.

Another thing which makes “price protection” a poor business policy for the advertised specialty—that is the unpatented specialty—is the opportunity it affords the dealer: to make an abnormal profit on the imitations. For example, suppose “Mrs. Blank's Face Cream” is a widely advertised, price-protected article, and suppose the retail selling price is fixed and advertised at 50 cents. The dealer with his cheap and inferior “own label” face cream sees a chance to make a harvest by just under-selling Mrs. Blank's Cream a trifle or even getting the same price for both.

How can he do it? The druggists, and dealers in other lines to a lesser degree, located in residential districts or in small towns, have enough personal influence with at least fifty per cent of their trade to divert a considerable demand for Mrs. Blank's cream to their own kind. The dealer has a big incentive to do this because Mrs. Blank's advertised and protected price has established a face cream value which enables him to sell his own label product for possibly 300 per cent profit as

compared with seventy-five per cent on Mrs. Blank's.

PROTECTION DEFEATS ITS OBJECT.

In other words price protection is more than likely to defeat its own object and increase rather than decrease attempts at substitution. It enables the dealer to charge much higher prices for the imitation than he would charge or could get were it not for the known price of the original.

I am aware of the fact that these ideas are radical in the extreme, and some of your readers will probably say that the principles advocated give the small dealer little chance to make a living. I admit that my facts—for they are facts and not theories—make no allowance for sentiment. Business under present-day conditions is a “cold blooded” proposition, and price protection for the trade-marked but not patented specialty is pure sentiment, a positive handicap in creating a maximum sale of such products

WHO WAS THE DUNCE—MANUFACTURER OR INQUIRER?

NEW YORK, Aug. 16, 1910.

Editor of PRINTERS' INK:

Although I have been a constant reader of PRINTERS' INK for a long time, I have never felt like breaking into print before. But the letter in your issue of August 11th on “Why Some Advertising Does Not Pay” seems to call for some sort of a reply. Evidently the writer is not a busy man or he would not have the time nor the inclination to pester business houses out of idle curiosity.

Did it ever occur to him that it would cost the firms to which he wrote just as much time and money to answer his insincere requests as the request of a prospective purchaser?

This instance goes far to show why thousands of catalogues and letters sent out by business houses never bring any results. In this case the advertising did not pay because the writer did not intend to pay.

It may be taken for granted that the writer is not an advertising man, as he did not follow up the information he did receive. And why should he go out of his way to slur two such firms as Siegel-Cooper and Brill Brothers? They certainly are among the leading firms in their particular lines.

There are always two sides to a question, and in this particular case the legitimate business houses and not the writer get the short end of the deal.

FAIR PLAY.

THE DEVELOPMENT OF THE GUARANTEE IN SELLING.

KREMENTZ COLLAR BUTTONS, WISS SHEARS, HOTPOINT ELECTRIC IRONS HAVE REACHED BIG SALES ON THE BASIS OF THE GUARANTEE—GOLD BOND HATS HAVE ESCAPED SEEMINGLY INSURMOUNTABLE TRADE DIFFICULTIES—THE FUTURE OF THE GUARANTEE.

By A. Rowden King.

Like a dominant motif in music, the guarantee principle has been germinating in advertising since the very first—starting extremely *pianissimo*, but in these latter days of putting all the risk properly on the seller, not the buyer, it has become more and more *fortissimo*.

The quick sale followed by the quick "getaway," before the purchaser discovered how he had been swindled, was always the greatest stop-gate to commerce that could be conceived. Enlightened selling has been growing closer and closer to the plan of making it the easiest and safest thing in the world to buy, because of responsible guaranteeing of merchandise. Pride in their work also has had a great deal to do in persuading manufacturers to "stand up" for their goods, and in evolving the broad guarantee after the fear of loss had been proved a "bogey."

In a sense, the development of industries may be traced by means of their guarantees. Starting gingerly with a feeble and much bestringed guarantee covering only a certain detail of a product, the guarantee has often progressed until to-day there are numbers of producers who make it a practice of guaranteeing their product *absolutely*, in every particular, and for all time. The producer who does such a thing as this is evidently in business to stay and is appreciative of the truth, now generally recognized, that to-morrow's volume of trade depends, more than upon advertising or anything else, upon the good qualities of to-day's output,

and that the satisfied customer is the best asset.

KREMENTZ COLLAR BUTTONS.

Krementz & Co., Newark, makers of the Krementz Collar Button, are undoubtedly one of the leaders when it comes to the unrestricted guarantee. It is now upwards of fifteen years since this firm first assured the public that it stood ready to back up its product whatever happened. Throwing itself entirely upon the mercy of the public (and it took considerable courage in those days to do it), it offered to give a new collar button in exchange for any old one which became unsatisfactory in any way. No matter whether a Krementz Collar Button wears off its plate, or is stepped on and bent, or is damaged from any cause whatsoever, the nearest dealer is instructed to give a new button in exchange "and no questions asked."

The idea seemed ridiculously liberal at first. One of the hu-

Collar Button Insurance



Means that if a
Krementz Collar Button
is broken or damaged from any cause, you
can take it to the nearest dealer who is
authorized to exchange it for a new one

Free of Cost

We insure all Krementz Buttons because they are so well made that not one in ten thousand ever breaks. Solid gold and rolled plate, at all dealers. When dealer fails to supply you, write us giving dealer's name.
Booklet showing shapes and sizes free.

KREMENTZ & CO.
92 Chestnut St. Newark, N. J.

UNCONDITIONALLY GUARANTEED "TILL THE
COWS COME HOME."

morous weeklies poked fun at it by printing a fake ad in which an offer was made to this effect: "No matter what happens, even

if you lose it, bring in your old button and we'll give you a new one."

But the Krementz guarantee has admittedly proved to be a paying proposition. The company has stood behind its guarantee, but in so doing it has found that human nature is a much more dependable element than is generally supposed. The number of those who have taken unfair advantage of the Krementz guarantee has been very small. The public has seemed to appreciate that, if a collar button is run over by a road-roller and crushed flat, the company which manufactured it is rightly not the one to suffer.

Such a sweeping guarantee is not practical with all more costly or complicated products, especially mechanical devices, although it is interesting how very far some manufacturers will go in their guarantees and charge up the loss involved to advertising. Richard Sears says his earliest and best advertising was when he replaced a watch which the owner had smashed by his own negligence.

An advertiser of an expensive mechanism who at first guaranteed for all time has changed to one year, finding that repairs by expensive mechanics were a sore drain on him. It is now an extensive practice among sellers of mechanical devices to guarantee in general for a limited time, and against defective parts for all time.

THE WISS CUTLERY PRODUCTS.

The J. Wiss & Sons Company, making Wiss Shears, Scissors and Razors, also uses the guarantee. During the last six or seven years it has been an absolute guarantee. The hardware business, like many another, has been overrun with guarantees which do not guarantee because of their indefiniteness. To simply say that an article is guaranteed means little, if anything. In most cases, it does not mean much more than that the manufacturing company agrees that its goods will reach the dealer in salable condition and that the dealer, in

turn, agrees that, when he hands the goods over the counter to his customer, they are in working condition.

But the Wiss Company, after using an indefinite guarantee of

\$2 **\$2**

Is Your Hat Business Up To The Mark?

If you see the exclusive Gold Band Hat among the crowd, you will know you are getting the best. It is the only hat that is guaranteed to last for years and years. It is the only hat that is guaranteed to be the best. It is the only hat that is guaranteed to be the best. It is the only hat that is guaranteed to be the best.

Gold Band Hat Manufacturing Co.
814 BROADWAY, NEW YORK CITY

THE GUARANTEE WHICH OBIVIATES PRIVATE BRANDS.

this nature for years, came to the conclusion six or seven years ago that this was not the kind of guarantee that the public wants. The unrestricted guarantee was therefore adopted. It states that if any of the Wiss goods prove unsatisfactory in the opinion of the customer in any way, the latter is at liberty to return them and have them replaced by other goods *until satisfied*. Wiss goods are known to have been purchased originally in London and to be replaced by dealers in Chicago and New York.

"We will admit that our guarantee is often abused," says C. L. Gaivard, the advertising manager, "but, on the whole, we consider it one of our best advertisements. We give dealers handsome little celluloid signs bearing the wording of our unrestricted guarantee, which can be placed on top of their showcases. In buying shears, scissors or razors the main question of the buyer is whether the article they are buying will give them satisfaction,

and one of the very first questions is: Is this article guaranteed? The dealer's salesman immediately points to our positive guarantee, which is backed up by his own house, and in nearly every case it convinces the purchaser.

DOING AWAY WITH PRIVATE LABELS.

The Gold Bond Hat Manufacturing Company, New York, has for the past seven years used the absolute guarantee as a means not only of persuading the consumer of the worth of its product, but as a means of solving what in the hat business is a very trying problem with most manufacturers.

The hat business is noted for its private brands. It is next to impossible for a manufacturer, as a rule, to develop a reputation among consumers for the qualities of his goods, because the consumers never know his goods when they see them. The local dealers carefully stick in their own labels and appropriate to themselves, like business pirates, whatever good reputation the hats may bring.

The Gold Bond Hat Company guarantees every hat bearing its copyrighted and registered trademark to give absolute satisfaction in every respect and authorizes selling agents to replace every unsatisfactory hat with a new one free of expense. It provides a slip to go with every hat worded to that effect, and it gives every selling agent a big reproduction of that slip to be hung up in his window.

This plan works out most ingeniously. Naturally, the whole object of the selling-plan would be frustrated if the dealers removed the Gold Bond label from the crowns of the hats. But they do not. Not infrequently they add their own labels directly beneath the Gold Bond label. But that does not deceive the public, which appreciates that the hats are made by a New York manufacturer. When a man buys a Gold Bond hat in one city and finds it gives him satisfaction, he knows something

about the product when, at some subsequent time, he happens to be in another town and sees the then-familiar Gold Bond window sign hung up by another dealer. The reputation which any dealer makes on the basis of Gold Bond hats cannot be transferred to another brand of hats by the mere process of affixing labels.

The only condition to the Gold Bond Hat guarantee is that the

JAS. ROSS
GOLD FILLED

The Marks of a Good Watch Case

When men and women buy watches they think of the movement—the "works" as they call it—but rarely of the watch case. Your jeweler buys watch cases and movements separately and combines them to make a complete watch.

You are particular about the "make" of your watch—you know the make's name; do you know the name of your watch case? There is a name that for advertisement—the new standard—for the cheapening jewelry that creeps in wherever folks pay for anything without knowing about it.

The trade marks illustrated on this page are standard with the fine jewelry trade, and have been in 30 years. They mean absolute integrity in hollow value, in purity, in construction of a watch case.

The Keystone Company was the first to guarantee the wear of gold-filled cases, guaranteeing the words "guaranteed for 30 years" have become so common that you may find them stamped on a base case washed with gold. The only real guarantee is the integrity of the make—the name behind the case.

The marks illustrated on this page are very standard. In case you should buy a watch case and find it stamped with these marks, you are not likely to be deceived. The marks are the marks and seal the case. (See also the guarantee slip in the pocket of this advertisement.)

The Keystone Watch Case Co.
Philadelphia.

TRADE-MARKS CONSIDERED BEST GUARANTEES IN THE END.

dissatisfied customer shall fill out a blank giving his name and address, the name of the dealer, and the length of time during which the hat has been in service. This enables the company to keep tabs. Once in a while a dealer will be found who is taking advantage of the company's offer. It may then be necessary to sever business connections. But such cases are not frequent.

RUBDRY TOWELS GUARANTEED.

But the guarantee is found in all lines. The Rubdry Towel Company, of Providence, for example, prides itself to-day on the fact that its product is "the only bath towel good enough to stand a one-and-a-half year guarantee."

This guarantee is the development of the present selling season and the report is that it is proving to be a great drawing-card. The company recently made some notable mechanical improvements at its factory which resulted in an improved product. The latter was put on the market under the present guarantee.

The story is related that a dealer recently approached the Rubdry Company with an offer. He said he didn't care anything for the guarantee. He didn't believe it affected sales at all. He proposed to buy some of the company's former towels, which had been censored and laid aside when certain improvements were made. He offered a lower price for these towels *without any guarantee*. The company said it wished a little time to think the matter over, inasmuch as it involved some important sales principles. The offer hung fire for some days, when, without warning, the company later heard from the dealer who explained that he had made some investigations and was convinced that he was wrong about the sales-producing value of the guarantee, and that he would change his order to the regular product *with the guarantee*.

Due to unusual conditions, the Rubdry Company's furrow is not an easy one to hoe. But the company's sales are coming along in fine style to-day, and the credit is given as much to its new guarantee as to its new and noteworthy method of analytical advertising.

HOTPOINT ELECTRIC IRONS.

The Pacific Electric Heating Company now guarantees its "Hotpoint Irons" for two years. It is said to be the only electric iron so guaranteed. Just to show how dependable human nature is when it comes to trusting it with such a long-lived guarantee, the New York sales manager for this company states that, when his company formerly was guaranteeing its irons for one year, something over two per cent of

the latter had to be refitted from time to time, whereas, since the two-year guarantee has been adopted, the percentage of such burn-outs has been less than two.

SANITARY PLUMBING GUARANTEES.

The business success of the Standard Sanitary Manufacturing Company is recognized generally. Yet that success has been built up largely upon the basis of the guarantee. Take up one of this company's current magazine ads, for example. It will be headed: "'Standard' Guaranteed Baths." The company has a green and gold five-year label for its triple enameled goods and a red and black two-year label for its double enameled goods. The company stands behind each of these guarantees to the fullest extent, offering to replace defective parts during the time-limit set.

WHAT WILL THE OUTCOME BE?

There are substantial indications that the time is approaching when the public may take the guarantee as a matter of course, as something to be expected. It is not at all difficult to foresee the day when the trade-mark may come to mean quite as much as the strictest guarantee in words, and more, and when producers may always stand behind the reputation of their trade-marks without making any special promises to that effect. Then the trade-mark will stand for *insured values*, as it should.

The Keystone Watch Case Company has come to the conclusion that the only real guarantee is the integrity of a maker. That is represented by the maker's trade-mark on watch cases. Says a booklet which it is sending out to dealers: "Every jeweler knows how the guarantee has been abused in the watch case trade. So it has come to this—that the only real guarantee is the tested integrity of the manufacturer behind the case. It is the retailer, and nobody else, who must stand the ill-will and the denunciation of the customer who finds goods falling short of the loose guarantee put upon them."

Ethridge



In advertising, as in golf, it matters little how hard you swing if you don't hit the ball. The sense of accurate aim comes from hard work, not from inspiration. We don't claim to be any smarter than you are—but we have practiced hard and long.

Yes, you can make water run up hill if you put power enough behind it, but is it worth the extra expense? Wouldn't it be better to call in a clever engineer who, by just a little outside thinking, might turn the water another way and save you the cost of a power house? If you have an uphill campaign, we can give you safe engineering advice and assistance.

The Ethridge Company.

Dear Sirs:—I want to thank you, and through you your staff, for the splendid service rendered in connection with our last booklet. It has been a pleasure to deal with you, as your service has been intelligent, up-to-date, reliable and on time. Your newspaper sketches are as high-class as those for magazines.

Again thanking you, and congratulating you on your superb service, we remain,

(Extract from letter from Railroad Company.)

How different a string of figures looks when you put a dollar

mark in front of it! Wouldn't a few actual dollar marks make the present results from your advertising a little more satisfactory?

The Ethridge Company, Gentlemen:—We want to say, in general, that we consider the designs you have sent us as the best illustrations we have ever seen—so far ahead of any other hosiery illustrations that they are in a class by themselves.

(Extract from a letter to the Ethridge Company.)

There once was a man who had been in jail for ten years when all of a sudden a happy thought struck him—he opened a window, jumped out and ran away. Overlooking the obvious is a common thought. Conference and team work may bring out some mighty strong advertising points in your business that have never occurred to you.

The difference between a live man and a tailor'd dummy is no greater than that between illustrations which simply fill valuable space and those which reach out from the page and grip you. The only way to get by Ethridge illustrations in the newspapers and magazines is to shut your eyes.



Shop Talk



If you had a good race horse entered for an important event, would you run around the paddock trying to find a cheap jockey, or would you try to get little Jimmy Meagher on

your staff? In the race for results from advertising it is foolish to handicap your prospects with anything but the best. First-class copy and first-class illustrations for first-class results.

The Ethridge Company, Gentlemen:—Your establishment has produced for us so much good work that it has often occurred to me that I ought to go outside the hard and fast rules of business and make acknowledgment of your admirable service.

It means a good deal to a department like mine to know that there is ready at call a concern equipped to put into effect ideas originating here, as well as to furnish others of its own so happily conceived and executed that I am led to believe in clairvoyance as related to advertising.

(Extract from letter from a Cigar Company.)

Just between yourself and nobody else on earth, don't you think that the great bulk of the advertising you see is along the dead level of the commonplace? Don't you wish that you could make your own advertising more impressive and convincing? There is a way if you could

think it out. Perhaps we can help you to find that way. We have an elastic, versatile organization whose sole business is to help advertisers. Since we do not place accounts or disburse appropriations, our ideas, opinions and suggestions are simply and solely in your interest and without bias.

Don't think of this establishment, please, as merely an art department. We can lend a skilled and experienced hand in any branch of your advertising and selling problems.

The Ethridge Company, Gentlemen:—We take this opportunity to say that we are very much pleased with the large number of designs which you recently made for us. They cover a pretty wide range of subjects, and we are glad that your art department is so well equipped that we can secure such a variety of designs from one concern.

(Extract from a letter from a Typewriter Company.)

If your possible customers have an appetite for steak-and-mushrooms advertising, you'll never win their patronage with a cheese sandwich, cut thin.



The Ethridge Company
Madison Square Building
Madison Square, North
 (25 East 26th Street)
New York City
 Telephones: 7890-7891-7892-7893
 Madison Square

"On Every List"

Our representatives report a large number of new accounts in sight for women's publications this fall. Invariably their reports read like this:

"Good Housekeeping Magazine on every list."

Recognized as a "sure thing" by the active advertising agents of the country, Good Housekeeping Magazine is confidently recommended to the new advertiser.

Reasons:

Ten years of get-together between editorial and circulation departments have produced a "circulation that fits."

300,000 women get in this magazine an outlet for their enthusiasm and a response to their passion for a better home.

Friendly enthusiasm of this sort extended to the advertising section has established the circulation of Good Housekeeping Magazine as a clientele of quick buyers.

There is no waste to this circulation.

Rate, \$1.50 per line.

GOOD HOUSEKEEPING MAGAZINE

New York

Springfield, Mass.

Chicago

"UNDER-EDUCATION" AND FURNITURE CONSUMPTION.

\$1.50 PER CAPITA EXPENDITURES FOR FURNITURE FAR TOO SMALL—THE RELATION OF NEEDS TO WANTS—MORE ADVERTISING VITALLY NECESSARY—CO-OPERATIVE EFFORTS WITH DEALERS—ADDRESS TO FURNITURE DEALERS.

By O. H. L. Wernicke,
President, Globe-Wernicke Co., Cincinnati.

There is abundant evidence on every hand that co-operation is the principle through which present-day manufacturers are seeking relief from the increasing complexities which beset our industries. The idea, however, is represented by two distinct economic schools, agreeing as to the potency of co-operation but differing almost oppositely as to the policy which should govern these forces. One is monopolistic and arbitrary, the other scientific and constructive, and we are indeed blind if we have not already seen that the former contains the seeds of economic sophistry and is riding for a fall toward the rocks of public opinion.

I do not wish to convey the idea that success is improbable, or even doubtful, unless co-operation is its guiding principle and ruling force. On the contrary, the spirit of individual initiative and of achievement gives ample proof that such is not the case. Above and superior to the idea of making money to provide him with his necessities and to supply his other wants man finds a source of joy and a spirit of delight in playing the game of business for the game's sake. Men who do things often find that they have progressed in their chosen vocation until by degrees it has become their avocation as well, and therein lies the true germ of lasting progress. No co-operative plan which ignores or operates to suppress the individuality of its adherent units or fails to provide the widest possible scope for their exercise and development

need occasion surprise if the result aimed at ends in disappointment.

Organizations are not so much in danger from without as from within—from doing too little as from attempting to do too much—nor from either so much as from distrust of one another's motives.

The one great common error which business men commit is that they take mankind too seriously. It is inconsistent with human nature to be serious. Man is a frivolous creature by instinct. I mean by this that what we call civilization and progress is nothing more or less than sentiment—a desire to shine and to satisfy the wants created by our own desires.

STIMULATING PEOPLE'S WANTS.

It is, therefore, good business to stimulate the wholesome desires of others in order to create new and greater wants to be supplied by ourselves. I doubt if more than one-tenth of the money expended by a people goes for their actual needs. The rest of it goes for wants. There is a vast difference between human needs and human wants. All that anyone really needs is food and shelter sufficient to sustain life and health, and these are abundantly provided for by Mother Nature.

Beyond these simple needs, which every living creature enjoys, our activities have to do with our wants, and this represents business or commerce.

Furniture is a human want—not a necessity—and it follows logically that every effort which results in a greater desire for furniture will benefit those who are engaged in that business. It follows, also, that all of us, whether we make or sell furniture, should co-operate to enlarge the desire for more and better furniture. The only way to bring this about is by organized effort to create more interest in furniture. There is no such thing as overproduction in our industry; but we are suffering from *under-education*.

A nation that spends seven times as much to support its Government as it does for furniture needs furniture education and not curtailment of production.

A nation that supports one saloon for every five or six hundred inhabitants and has but one furniture store for every five thousand needs furniture education.

A nation that spends more for tobacco, for coffee, for carfare and for an endless variety of other human wants, vices and luxuries than it does for furniture can be educated to want more and better furniture. The annual sale of furniture in the United States is only about \$1.50 for each person. Think of it! Why, it would not pay carfare for a month!

PRESENTING THE SUBJECT INTERESTINGLY.

One trouble with the business is that few people know enough about furniture to interest anybody, and the public seldom buys the thing in which its interest has not been aroused and cultivated.

How many of us in the business really know some interesting things to say about furniture—something that would make some other person want to spend his money for it? Mighty few! The reason for this is that furniture manufacturers have been narrow-minded regarding publicity and blind to their own interests. They have not taken the public into their confidence by telling them the many interesting things that may be said about furniture. The talented designer and the skilled producer have hugged their own knowledge of interesting furniture lore so closely to their bosoms that they have nearly squeezed the life out of it. They shut themselves up like a jack-knife for fear that someone may steal an idea from them.

MANUFACTURER PRESTIGE VERSUS DEALER PRESTIGE.

Many retailers prefer to believe that their word goes farther with a consumer than anything that the manufacturer can say. Sometimes that is true, but the smartest dealer does not know as

much about a piece of furniture as the man who made it. He may have the confidence of his neighbors, but he can not make them believe he knows that which in fact he does not know.

The responsible merchant who handles goods made by reputable and well-known producers have a two-fold advantage and inspire a confidence which results in satisfactory business for both. The producer who makes a good article and who lets the public know it, helps the merchant to sell it. What we want in the furniture trade is a better appreciation of the fact that the makers and merchants can double the consumer's demand for furniture by working together and by giving the subject greater and more interesting publicity.

Every maker of furniture should brand his goods with a name or mark to let the world know who is responsible for it. Then if it is good he gets credit; if it is bad the merchant is at least partly relieved from blame by placing it where it belongs. A merchant's guaranty not publicly backed by a reputable and responsible maker involves a bigger risk than any retailer can afford to assume for the ordinary profits in the business. I am glad to note that more and more the furniture makers are beginning to appreciate the value of trade-marks and publicity and that the best merchants are giving them encouragement and support. This form of co-operation will result in better furniture and better furniture will increase the demand. It will also increase profits and, together with publicity, will drive the snide houses out of business, to the lasting benefit and greater stability of the whole industry.

The Pilgrim Publicity Association, of Boston, held an outing August 9th, going to Quinsigamond and Lincoln Parks. A prearranged feature of the occasion was a number of athletic contests and a gladiatorial combat, so-called. Fletcher W. Taft, of Carter's Ink, who arranged the affair, described it in advance in true press agent style as follows: Gladiatorial Combat—Publishers, solicitors, agents, advertisers, printers and others, all in a great travesty, "The National Game as It Ain't."



I Know Your Readers Are Prosperous

and are good spenders, writes one advertiser, when telling us FARM AND HOME brought 325 replies in one day—the same proportion it has brought him for four years. He also says his collections on goods sold to subscribers to that national twice-a-month farm paper,

FARM AND HOME

show a smaller per cent of loss than from any other advertising medium. Our subscriber's home and barns pictured above speak for themselves of his ability, prosperity, and spending proclivities. He is not an exceptional farmer, either, but truly representative of our

500,000 Circulation

guaranteed, which is made up of just such farmers, who are buying not only agricultural necessities, but whose families are buying just what well-to-do city people are. FARM AND HOME is carrying, and paying, the best-known general as well as agricultural advertisers. It will pay you.

THE PHELPS PUBLISHING COMPANY

439 Lafayette St.
New York City

1-57 W. Worthington St.
Springfield, Mass.

1209 People's Gas Bldg.
Chicago

TEACHING FARMERS THROUGH ADVERTISING TO RAISE BIGGER CROPS.

FERTILIZER SALES WORK TOUCHY BECAUSE FARMERS THINK THEY HAVE LITTLE TO LEARN—PER-ACRE PRODUCTIVITY IN THIS COUNTRY BEING INCREASED, DUE LARGELY TO EFFICIENT FERTILIZER ADVERTISING — GERMAN KALI WORKS—THE CHILIAN NITRATE OF SODA PROPAGANDA.

The American farmer's average yield on wheat is thirteen bushels to the acre. The European farmer's is twenty-eight. The American farmer's yield to the acre on oats is thirty bushels. That of the European farmer is forty-seven. On other products of the soil the comparison is quite as striking.

These figures hold an eloquent story of changed conditions and of inability of farmers to supply home demand for farm products any longer—to say nothing of foreign demand.

Something must be done. The key to the situation undoubtedly lies in the matter of per-acre productivity, which can only be increased by means of scientific fertilization.

This would seem to be the golden opportunity for efficient and persistent advertising of fertilizers in the farm publications, and indeed it has proved so. But it is not nearly as easy to sell fertilizers to the American farmer as it might seem. Open as he is to farm machinery suggestions, he believes frequently that he can't be taught anything about soil preparation.

And yet the best possible evidence of the fact that fertilizer advertisers are finding themselves able to handle the situation diplomatically is the fact that the productivity of the American farm per acre is slowly but surely being improved. Some such fertilizer advertisers have been in evidence for many years now. Their continuity is proof of their success. And new adver-

tisers of the same order are joining the field all the time.

Botanical life prospers in proportion as it is able to absorb available nitrates, phosphates, and potash from its surrounding elements. The art of fertilization, therefore, has to do with the employment of these botanical foods. Of the three, nitrate and potash are undoubtedly the most important. The advertised fertilizers, then, naturally, fall into either the nitrate or the potash class, as a rule. A leading representative of the latter class is the German Kali Works, so called, of Baltimore, and of the former is the Chilian Nitrate Propaganda, an institution main-

Which wheat did you raise?

Were there large good, round, heavy heads in the field or others light small? Was the straw long and heavy? Did the crop lodge? Did it rust? Was the yield fifteen bushels to the acre or eight bushels? Did you get the best possible return for your time, labor and money?

POTASH

Think about the things you are sure to find in the straw and the grain. Did you see any small weeds in the straw? Did you see any small weeds in the grain? A wheat head or small grain from 10% to 25% of Potash is a sure sign of the soil being rich. Potash is the best fertilizer for your time, labor and money.

Send for our Free New Pamphlet, "Full Potash" which you have the right to receive. It will tell you the best way to use Potash for your money. It will tell you the best way to use Potash for your money. It will tell you the best way to use Potash for your money.

GERMAN KALI WORKS
Baltimore, Maryland, U.S.A.

A COMPARISON WHICH A FARMER CANNOT GET AWAY FROM.

tained by the united efforts of the nitrate mining interests and the Government of Chili.

The German Kali Works have now been advertising in this country for upward of fifteen years. To-day this advertising account is occupying full pages in the farm publications, which is proof positive of the manner in which the American farmer is found to respond to it. The copy is particularly effective, telling its story pictorially to a large extent.

Chilian nitrate saleswork has been most interesting. Chili is far and away the leader in the nitrate of soda field. Many years ago the nitrate of soda producers of Chili effected a combine in order to aid their market. In

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1898, twelve years ago, with the co-operation of the Chili Government, an office was opened in New York to push nitrate of soda in this country.


The office has been known as "the nitrate of soda propaganda." For many years advertising men have been searching for a word which would express an idea common to many of them. A word has been wanted which would cover the advertising, positive and negative publicity, lecturing, merchandising and a half score other allied activities. Dr. Myers claims to have found that word in "Propaganda," which, he says, he was the first to adopt in this sense in this country, getting it from the College of the Propaganda at Rome.

Dr. Myers' propagandic work has been successful, as may be appreciated from the fact that since he has given his attention to it the imports of Chilean nitrate of soda have increased from 18,000 to 500,000 tons a year.

Dr. Myers' work with the American farmers has possibly been a little more difficult in view of the fact that he has had no

such publications are being used. Dr. Myers is a hearty believer in continuity in his advertising, and contributes a large share of his success to the fact that he has kept plugging away.

The copy has been prepared



OUR BOOKS FREE

Get our FREE Books and Get More Profit from Your Farm

The Business Farmer doesn't sell out and buy new lands. He makes his old lands new by fertilizing.

Get our Free Books which go into the whole subject of Nitrate of Soda fertilizing and show how little it costs to get larger crops and more profits.

Nitrate of Soda

is an investment that's bound to pay. Thousands have proved it. So can you.

HAY—Nitrate of Soda, used 100 lbs. to the acre has increased the yield of hay-cured Hay 1000 lbs.

CORN—Nitrate of Soda, used 100 lbs. to the acre will increase the yield of corn 250 pounds of grain.

ALFALFA—Nitrate of Soda is also highly successful in starting Alfalfa right.

Special directions and books on the crops you are interested in—free of charge and postpaid.

Send a post card for your book or books today

Dr. Wm. S. Myers, Director Nitrate Propaganda
John St. and 71 Nassau St., New York


THE NITRATE "PROPAGANDA."

and handled by the George Batten agency, New York. It has consisted of more than pretty pictures and designs and has contained a deal of businesslike, "horse-sense" copy estimated to appeal strongly to the farmer. There is to-day plenty of proof of the fact that nitrate of soda is a by-word on the farm.

The "follow-up" has played an important part in Dr. Myers' work. His endeavor is to get the names and addresses, and, once these are obtained, an almost endless chain of literature is started.

Fertilizer advertising will undoubtedly increase in importance and extent with the coming years. This is inevitable, inasmuch as it has been estimated that the world will, within twenty years, require a wheat crop alone one-third as large again as the present.

POTASH



Potash
Sugar content and nothing else, is what the farmer pays for when he buys his Sugar Beets.

Potash not only increases the sugar content, but increases the crop yield, making larger roots and more of them. Potash is the best making element of the beet. Use the right amount in the right way at the right time and you'll see the difference.

Potash Pays
Low grade fertilizers should be graded up to contain 10% of Potash. Every two pounds of Potash added to 100 pounds of fertilizer increases the potato yield by 15%. Use your fertilizer dealer to carry Potash fertilizers. Use well known brands in America.

Write for free book on Sugar Beet culture
GEORGE BATTEN, BUILDING,
Baltimore, Md.

A CLEVER LAYOUT IN FARM PAPERS.

nitrate of soda to sell directly. All offers made by his office have been free offers, of necessity, and farmers tend to be a little skeptical of those who go out of their way to help them "free."

The brunt of the work of exploiting nitrate of soda has naturally fallen on the display advertising. This has been confined to the agricultural papers. At the present time some sixty



Reading the "Farm Journal" in Bed

In every city there are many people who long to live in the country, and who are intensely interested in fruit and vegetable growing, poultry raising, and all such matters. This letter from a Winnipeg man gives an interesting glimpse of the attachment of city people, and especially **women**, for the FARM JOURNAL.

Editor Farm Journal:

DEAR SIR:—I thought you would like a line of appreciation from an Anglo-Canadian reader. Though a city office man, I have an inherent love of the soil, and hope in a year or two to have a tiny place of my own, and in this connection I shall look forward with the greatest possible interest to the articles "Back to the Farm" which you intend to publish.

Apart from the editorials on practical everyday farming, the paper is brimful of good, sound common-sense and wisdom. My wife, who, in a sense, does not know the difference between a spade and a hoe, is captivated with the paper, and often reads it in bed, and just when I am on the point of falling asleep, she will dig me in the ribs and point out some tid-bit of news, always, of course, in the interest of the womenfolk.

I am glad to have the privilege of subscribing to your paper.

Yours truly,

S. H. P. _____

Such letters help to explain the unusual returns received by FARM JOURNAL advertisers. For example, a Minnesota advertiser (name given on request) sold more goods through the FARM JOURNAL than he did through ALL the other mediums used. Advertisers often report that they get excellent results from the FARM JOURNAL when all other mediums fail.

Forms for October issue close September 5th, unless all space is taken earlier. \$4.00 a line, for over 750,000 circulation.

WILMER ATKINSON COMPANY
PUBLISHERS
PHILADELPHIA

FACTORY CORRESPONDENCE HELP IN SELLING AN OFFICE SPECIALTY.

THE APPROVED METHOD OF BACKING UP ADVERTISING WITH SALESMANLIKE CORRESPONDENCE—PERSUASIVE PERSISTENCE AND INGENUOUS HANDLING OF OBSTINATE CASES.

By H. D. Ellsworth.

When A. Clarion, manufacturer of "Methuselah" half hose, talks through his advertisements about socks that won't wear out he can concentrate his arguments on their fine texture and enduring quality and endeavor thereby to convince a sock wearing public that his particular brand is the best on the market. He doesn't have to tell folks that sock wearing is a good practice. They know it already.

With a specialty, however, it is different. The people presumably don't know anything about it. They must be educated, so the first thing done is to call their attention to the fact that thus and so has just been placed on the market and that it accomplishes results in a vastly superior way to anything ever before produced along similar lines.

The specialty manufacturer's line of talk must appeal by way of the "pocket nerve." In other words, tell the people that the new article saves money and explain how the saving of time, work and worry is equivalent to the saving of money. His talk must strike a sympathetic chord in the reader's mind which will awaken him to the possibilities of an easier and more economical way of handling his work.

After reading about the money and labor saving qualities of the new idea, particularly a high priced one, the prospect usually finds a corner coupon that calls his attention to a book or pamphlet, neatly bound, full of information and free of charge, which explains fully the time-saving

features of the article as applied to his business.

The first link in the chain (on the other end from the order) is the advertisement that attracts the inquiry. The second link is the correspondence department that sends to inquirers specific information about the article, together with a personal letter suggesting that the recipient give one of the company representatives an opportunity to demonstrate it and explain more fully its applications to his business. The third link is the salesman who calls and endeavors to convince the prospect that the article is necessary to his business.

This triple link arrangement is a logical result of the inability of an advertisement to sell outright a high-priced article. Before a prospect will part with a good, round sum of real money in exchange for a new idea, he wants to know more about it than can be told convincingly in a few lines of advertising space.

The manufacturer knows from experience that the "send-me-your-order-quick" kind of advertisement does not result in an overwhelming flood of returns. Even where trials only are asked for, the acceptances are few and far between. Hence the popularity of the corner coupon and the necessity of having a department at the factory to follow it up properly.

A prospect's first interest in a specialty of which he has never heard is strongly tinged with incredulity. The claims of the manufacturer may be very alluring and well put, but the wise customer is becoming used to alluring ads and reads them doubtfully. Like Oliver Twist, he wants "more" before he is satisfied.

THE FACTORY CORRESPONDENCE FORCE.

To satisfy this desire is the business of the correspondence department at the factory, which devotes its entire time and attention to the education of prospects who have been sufficiently inter-

ested by the advertisements to send in the coupons.

The coupon really forms a nucleus around which a sale is eventually built. The factory hails it gladly because it gives an opportunity to get at the prospect both by special literature, personal letters and salesmen. It is at once proof of the effectiveness of the advertisement and an "open sesame" for the salesman, to whom the prospect cannot very well refuse an audience after having shown enough interest to write for literature.

The first thing the correspondent does is to study the prospect's case carefully, noting his line of business and his rating, so as to get in as close personal touch with him as possible. Then he dictates a letter acknowledging receipt of the inquiry and stating that it is a pleasure to forward herewith, or, under separate cover, as the case may be, the booklet requested, and calling his attention to the striking illustrations of the ways that other users have been able to effect a great saving of money and work by the new device. He also mentions that "Mr. Stickfast, our representative, who is located at Pottsburg, near your town, has been notified that you are interested in our device and will be glad to demonstrate its advantages to you the next time he comes to Titusville, which will be within a day or two." He ends the letter by assuring the prospect of the department's willingness to serve him at all times and solicits requests for further information in case the booklet fails to explain clearly the uses and advantages of the article.

Upon receipt of the carbon copy of this letter, the salesman may possibly recognize an old prospect, or an entirely new one on whom he hadn't thought of calling before. No matter; he is glad to note an awakening interest on the part of a prospect and makes a point to drop in to see him at the earliest possible moment.

He may fail to close the deal on

this call, but he doesn't fail to weigh every objection brought against his article. It may be the price, or, "not enough use for it," or, "can't afford it," or, "our business is too small," or a gentle "let down" with the acknowledgment that "it is a fine thing and I may consider it a little later on."

After exhausting all his persuasive eloquence, with no visible signs of capitulation, the salesman suddenly recollects a brand new system or suggestion that they have at the factory which applies to the prospect's case exactly. He tells him that he will have it mailed at once and requests that he hold his decision in abeyance until he has had an opportunity to examine it.

On returning to his office he makes out a report to the factory, giving the details of his interview and requesting that such and such a piece of literature be sent his prospect with a good, strong, personal letter.

This puts the proposition up to the correspondent again (who, by the way, should have a most thorough knowledge of the product and its uses), and gives him another opportunity to point out why the article is necessary to the prospect's business. He sends literature and a letter calling the prospect's notice to a very great advantage of the article, which undoubtedly had been overlooked up to the present time.

If it happens that there is no special literature covering the desired points, the correspondent ransacks the data files for information relating to the histories of other users, who at first brought up objections similar to those of the prospect in question, but who subsequently became very enthusiastic users.

And this information, by the way, can generally be found if the files are properly kept. It doesn't take many sales to embody all kinds of prospects. There are about four, namely:—Those who consider a proposition thoughtfully and decide promptly; the vacillating species that has to be pushed into a decision; the stub-

born, who take a peculiar delight in "stringing" the salesman, and the "bull heads," who wouldn't buy, in spite of intensified warmth and high water.

The prospect is one of these, but the correspondent gives him the benefit of the doubt in respect to the last class. So he places him in one of the other classes, preferably the first, and frames up a personal letter accordingly. Perhaps he tells him a little story about Mr. Tightwaldo, of Holdum, whose business was not nearly so large and important as his, the prospect's, and who was positive that the new device couldn't be of any service to him until one day he discovered that Johnny Jones, his clerk, was in the habit of getting a helper on Saturdays, or that Willie Watts, his bookkeeper, didn't seem able to get out customers' monthly statements on time, even by working nights. He points out how these facts focused this prospect's attention on some weak spots in his business that hadn't

been noticed before, and how, when Mr. Tightwaldo had seen the light, he decided to give the new idea a trial, with the result that he soon found it absolutely indispensable.

The correspondent then argues that inasmuch as Mr. Tightwaldo, who is a man of business acumen and judgment, could find a paying use for the new idea, that it would certainly seem that his, the prospect's, larger and more important business could be greatly helped by it. At any rate, he would be willing to recognize the merit of the new idea upon the endorsement of other shrewd business men, and, inasmuch as a thorough investigation, by actual trial, will not put him under the least obligation to the company, he cannot very well afford to let the opportunity slip. The letter also adds that the correspondence department will be glad to give further information and asks the prospect to feel perfectly free to ask any questions about the new idea that may occur to him.

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

And don't overlook the fact that an effective letter must have the ring of sincerity. All questions from a prospect should be given careful attention and answered in a way to make him feel that his interests have been taken to heart. By so doing the company will gain his confidence and by this means help very materially in winning him to the user's list.

When the salesman calls again he possibly finds his prospect looking at the proposition from a different viewpoint than the one on his previous visit, whereupon he places the much-wished-for trial.

Again the correspondent is notified and immediately forwards advertising specified by the salesman, or, in case no definite instructions are given, a personal letter with such literature as will interest the man who has accepted the article on trial. He assures the prospect of the house's interest in his case and its desire that he get the full benefit from it during the trial period.

The results of the combined efforts of the salesman and correspondence department will probably be a sale. If not, the case is not so tough but that the salesman withdraws in such a way as to leave an opening for another call within six months or a year from that date. The correspondent also drops the prospect a line regretting his inability to decide favorably at this time, but assuring him that in case he wants to try the device again at any time in the future the privilege will be gladly accorded him, and he will also be given the benefit of the new ideas pertaining to it that will undoubtedly be collected during the interim.

The prospect who isn't sold the first time is not a dead one. He is an excellent subject for a second attack and his name goes on the mailing list, with others of like kind, to receive follow-up letters which bring out, point by point, the advantages of the new specialty and enclose return cards which he can sign at any time in the event the suggestions carry.

ADVENTURES IN SEARCH OF EDUCATOR CRACKERS.

210 Monroe St.,
CHICAGO, Aug. 18, 1910.

Editor of PRINTERS' INK:

You have a correspondent, an advertiser, who "lives in a glass house" and "throws stones" a tanother advertiser's follow-up. I refer to the letter of F. M. Barbour, of the Johnson Educator Food Company, to you in *PRINTERS' INK* of August 18th, whose seriously related account of his having to travel forty-six miles to buy a Keppcool garment amused me not a little in view of my own experience with the Educator Cracker follow-up and distribution.

Being on a diet, my mother, who lives in a Southern state, interested in my welfare, sent me an Educator Cracker ad clipped from a magazine. At once I dutifully forwarded a ten-cent piece to the Educator Company with a request for sample crackers as directed in the ad. Some weeks passed and I had forgotten it, when a nice little box arrived and a formidable list of places I could get the Educator line. I tried the nearest on the list, "The Fair," one of the largest department stores. A great stock of crackers was there—but the saleswoman looked blank when I mentioned Educator. Next place was a fancy grocery—one of the best, also listed—there I found a few boxes of one kind of Educators, but not the kind that I wanted. Tried another fine fancy grocery—same result. Then another—same result. Some one in Chicago may have the Educator line, but I'm no longer on the "follow-up."

Through this search for Educators I was sustained by Educators, paradoxical as it may seem, for in Oak Park, Ill., I found a small grocer who had a few boxes of the assorted crackers which I took to my desk in Chicago.

I ask—as asked Mr. Barbour—should I have to go eight miles to get a box of crackers? And also, are these people getting the most possible out of their advertising appropriation?

J. FRED DOYLE.

MRS. MCKINNEY DIES.

Mrs. H. N. McKinney, wife of the well-known advertising man of N. W. Ayer & Son, who is known as one of the deans of the business, died at Camden, Me., Tuesday, August 16th. The funeral was held in Philadelphia.

The board of control of the Association of American Advertisers has been increased from two to sixteen. The new members elected are as follows: One year—Louis Bruch, American Radiator Company, Chicago; L. R. Greene, The Sherwin-Williams Company, Cleveland; W. M. Wilkes, Van Camp Packing Company, Indianapolis; two years—H. W. Ford, Chalmers-Detroit Motor Company, Detroit; F. H. Gale, General Electric Company, Schenectady; F. H. Squier, Pabst Brewing Company, Milwaukee.

The Keystone Watch Case Company, of Phila., has joined the association.

PICTORIAL REVIEW

CIRCULATION EXCEEDS

625,000

Because of the growth of the magazine during the past year it is necessary to advance the closing date to the 10th of the second month preceding.

**Forms for the November
Issue Close September 10th**

The old rate of \$2.00 per line based on 400,000 circulation holds good for 3 more issues.

Pictorial Advertising Bureau

PAUL BLOCK, INC.

290 FIFTH AVENUE

CHICAGO

NEW YORK

BOSTON

ADVERTISING THAT IS AFRAID OF ITS OWN SHADOW.

SOMETHING ABOUT THE STEP-SOFTLY METHODS OF SELLING FOR FEAR OF THE OTHER FELLOW—THE DIFFICULTIES FACING THE SUNLIGHT GAS MACHINE SALES COMPANY—TIMIDITY OF COMPETITION THAT TENDS TO DISCOUNT SELLING EFFORTS—HANDLING THE SOUTH AMERICAN PROBLEM.

By Kirke S. Pickett.

Yes, there are still advertisers who are afraid that if they make much noise and get lots of people wanting their kind of product, competitors will gobble up all the benefit!

Think if the automobile, the safety razor, the Pianola or the taking machine had been put on the market, with such an idea, and but a wee little bit of advertising had been done in fear and trembling lest competitors profit!

Broadly educational advertising has accomplished such wonders, and is so generally accepted a sound selling doctrine nowadays, that one rubs one's eyes on finding, in this year of 1910 A. D., a concern which is tip-toeing carefully about lest its sales efforts will increase sales in its line generally, and thus provide grist for the flock of competing concerns.

Yet the Sunlight Gas Machine Sales Company, New York, according to its manager, admits he is kept from further advertising by this fear.

In other words, Mr. Bernard, the manager, is afraid of educational advertising. He is fearful that should he write copy strong enough to make people think favorably of acetylene as an illuminant and, therefore, in a frame of mind to buy the machine that will make this acetylene, he will lose more than he will gain.

This idea has been overturned by so many successful advertisers that the wonder is that Mr. Bernard has not gotten word that

his fear is as out of date as the hoop skirt. Evidently he has not asked himself why the Equitable Life Assurance Company fearlessly advertises life insurance *per se*, without shaking in its boots for fear that some other company will profit.

Inasmuch as the Sunlight sales campaign is shaped up in accord with this underlying timidity, it is interesting to know just how it goes about its noiseless and paradoxical effort to advertise without attracting too much attention.

Mr. Bernard is temperamentally a salesman. It was this characteristic that, some time ago, prompted him to propose to the Sunlight Gas Machine Company, of Brooklyn, that it let him sell its machines and be saved the bother of marketing. The sales company would be glad to get out into the open and assume all the risk of selling.

Mr. Bernard succeeded in forming a system of agencies in the United States and making connections with men to help sell the machines in South America. Advertising has been placed at different times in five farm journals: in the *Acetylene Journal*, a trade paper; in *The Craftsman*, in *Country Life in America*, in the *Scientific American*, Spanish edition, now not published, and in the export papers, like the *Hacienda*, the *American Exporter*, *América*, and *El Comercio*.

The selling campaign, to which the advertising was quite incidental, had many adventures, by the way, and is typical of the joys and jolts of the old secretive and "personal" system of selling. Other gas making machines afford brisk competition, and manufacturers whose business depends upon the use of gasoline, as against acetylene, have tossed an occasional bomb into the Sunlight camp.

Competition among gas machine makers is as strong as that prevailing a few years back among life insurance men. A carefully prepared "tipping off" system has been built up very, very quietly. Hotel men and

others engaged in local pursuits who would most likely hear first about building operations are allowed commissions for the sales that result from their tips. In the farming districts, especially the owner of the livery stable, for instance, would be apt to hear that Farmer So-and-So was thinking of building a house. Farmer So-and-So was well-to-do and progressive, and accordingly a good prospect for an improved lighting system.

The sales campaign at an early date ran smack up against the fear of acetylene held by many people. It seems to be undisputed that in the beginning the acetylene making machines were not masterpieces. They were often poorly worked out experiments whose weakness did not come to light until some store-keeper or house-owner was blown through his roof by an explosion. Three or four years ago the National Board of Fire Underwriters snuffed out 540 of the 600 machines on the market. They were so dangerous that a house was deemed an exceedingly bad risk, if it installed one.

As a result, explosions shot up quite frequently and scared people who otherwise would have been good prospects. Although it is said these machines are now perfected and absolutely safe, an occasional blow-up keeps many from buying the up-to-date patterns. Of course, when the Underwriters put their ban on the machines, something had to be done with the ten thousand and odd ones that were in stock. In underground ways they found buyers in remote country districts or in small towns. It is alleged that these "hang-overs" are furnishing the explosions that are putting such a crimp into efforts to sell the good machine now.

The advertising, therefore, has its work cut out. It must overcome accumulated prejudice. It must banish absolutely the fear that haunts the nervous. And this is "some" job, as Mr. Bernard dubiously says.

The task isn't made any easier

because widespread publicity is given gas machine blow-ups. Such stories usually win a place on the first page. Naturally some gasoline machine manufacturers make all they can of such accidents. Indeed, one attack is an example of unusual viciousness.

Some concern kept a careful record of acetylene machine explosions and hurried photographers to take pictures of the structures shattered and twisted as they were by explosions. These pictures were printed in a booklet and sent out broadcast. It is to be presumed that the collec-

HOME-MADE GAS LIGHT

(1,000 watt) burner and one 100 watt lamp lighted by the Sunlight and Keroseene Acetylene



NEW YORK, N. Y. - A. C. SUNLIGHT GAS MACHINE CO. INC. 100 N. 4TH ST. N. Y. C.

Brighter than Electricity Safer than Candles
Cheaper than Kerosene

ASK FOR THIS CITY CATALOG REQUEST ON REQUEST

The Sunlight Gas Machine Sales Company
WABLER STREET, NEW YORK, N. Y.

"Chicago" trademark

"STEP SOFTLY" ADVERTISING.

tion of pictures was made use of in the follow-up also. The booklet was anonymous.

It was only a good and strongly written sales letter that brought a wealthy man, living in upper Fifth avenue, New York, into the field. He came forward in response to the advertising as being interested in the new machine, but was afraid that it would blow his country home into shreds. He finally decided against the machine and refused to see any salesman of the Sunlight Sales Company.

Mr. Bernard is a strong believer in the sales power of a personal letter. He spent two hours preparing one. He put into the most forceful form possible his arguments that the "Sunlight" was proof against explosions.

The letter brought the prospect into the office two days later. A careful explanation of the machine and a demonstration of its

construction, that eliminated explosion possibilities, made the sale.

The letter campaign—form and personal—of the Sunlight Sales Company is relied upon to produce a good share of the business. Let an inquirer respond to the advertising or to an agent's prodding and a stream of booklets is turned upon him. If he does not at once "come back," a series of form letters are released, and if that does not work, a personal letter, written with particular regard for his conjectured needs, is mailed him. Many an order has been "pulled out of the fire" in this way.

Lists are worked out by a combined pamphlet and letter campaign. One hundred and sixty-five Adirondack hotels were approached by Sunlight through the mail. Each name was put through the prescribed course of booklets and letters. Five sales were made as a direct result. As the machines sell for from \$125 up, this proportion was very encouraging.

Many inquiries are put at once, by Mr. Bernard, into the "shopping" class. Responses from the trade paper used are often from consumers, who are gathering data about the worth of several machines. Such prospects receive very special attention.

Many machines are sold "direct" in South America through the advertising in the export papers. The copy, in Spanish, is rather detailed and the price of the machine is mentioned. This has been considered wise, for the Spanish-Americans have shown a disposition to get what interests them as soon as possible, many times ordering direct and sending a money order through the exporting houses.

South American merchants are reached by German, Spanish and American drummers, who have established friendly relations with them. Most drummers readily agree to take on a "side-line," and, as there is a good profit in the gas machine, this is finding its way into many houses and

stores of South America through these men.

Lists even in South America prove to be profitable when worked with due regard for the peculiarities of the residents. Several hundred names of plantation owners were circularized with Spanish booklets and this try-out netted a good proportion of sales.

The South American catalogue is prepared with an eye upon the kind of service rendered by the international mails. The Sunlight Sales Company has a catalogue which, folded lengthwise, slips easily into the standard long envelope. It is then dispatched under letter postage. Much second class matter never reaches the addressee.

To a certain extent the Union Carbide Sales Company of Chicago and the gas making machine companies co-operate in spreading the desirability of acetylene. Particularly the Sunlight Sales Company makes occasional use of the booklets furnished by the Union Carbide Sales Company, which makes the carbides from which gas is produced by machines. The Union Carbide has no alliances with gas-making machine companies, but it co-operates with several in a limited way. It even refers inquiries about machines to them.

A COLLECTOR WITH A COM- MENDABLE HOBBY.

R. H. SMITH DRUG COMPANY.
LOS ANGELES, CAL., Aug. 11, 1910.

Editor of PRINTERS' INK:

With the exception of a few special copies (mailed to friends), I have on file every copy of past issues of the "Little Schoolmaster" for fifteen years. I would like to add three years more of future issues to my collection, for which find enclosed money order for five dollars (\$5). R. H. SMITH.

The New York Central has established a farm bureau which will be a sort of real estate office dealing in farms for sale and to rent along this railroad's lines.

The *Prairie Farmer* has been appointed the official organ of the Chicago Milk Produce Association, which numbers 3,500 dairymen.

The Sunday Chicago Examiner

has more circulation than all
the other Chicago Sunday
papers **COMBINED**

270,000 - - In Chicago and suburbs
350,000 - - In States tributary

620,000 - - NET PAID CIRCULATION

at 55 cents per line

The Sunday Tribune
The Sunday Record-Herald } Combined
The Sunday Inter-Ocean

Claim 550,000 Circulation
at \$1.05 per line

Simple Arithmetic Tells the Advertising
Story in Chicago

Chicago Examiner

Eastern Office,
M. D. HUNTON,
Madison Square Building,
New York.

Western Office,
E. C. BODE,
146 Franklin Street,
Chicago.

THE MASSACHUSETTS HIGH COST COMMISSION AND ADVERTISING.

PRETENTIOUS VOLUME ISSUED DELV-
ING IN MANY DIRECTIONS TOWARD
ECONOMIC FOUNDATIONS AND THE
PRESENT SITUATION—ADVERTISING
GIVEN SHARE OF BLAME—TABLE
OF MAGAZINE ADVERTISING.

"Competitive advertising has been vastly overdone. There is unquestionably a large element of waste involved in much of the present-day advertising. It is one of the many forms of waste in the distributive process to which attention is directed in this report. The reduction of waste in this field would help to bring prices back to a lower level."

This is the verdict upon the relation of advertising to the cost of living rendered by the Commission upon the Cost of Living appointed by the State of Massachusetts.

This report, issued last week (a volume of 750 pages), comprises the results of researches made regarding expenditures for meat and other foods, labor and the hours of labor, clothes, amusements, extravagances, exhaustion of resources, legislation, in fact regarding all the influences operating upon the social fabric, that might explain the increase in the prices of commodities in the past two decades.

Trained economists and practical men of affairs joined in the investigations. Manufacturers were called before the commission and testified fully and frankly of conditions touching their affairs.

The inquiry into advertising is reported in pages 332-337. At the start the commission draws a distinction between what it terms legitimate advertising and wild-cat advertising, "that is designed to exploit consumers and overreach competitors." After quoting Prof. J. C. Schwab, of Yale, to the effect that the character of advertising has changed, in that it is no longer designed strictly to in-

form but rather to voice industrial rivalry, the commission says:

"That [competitive] advertising is an economic waste, and contributes to the rise in prices and hence to the increase of the cost of living, cannot be questioned. Not only the novelties of commerce, but also the necessities of life, feel its baneful influence. One of the hopeful signs of the times is the tendency of progressive business men and their publicity experts to abandon the piratical style of advertising, and to adopt saner methods. Properly directed advertising helps to enlarge the sale of goods, and thus to enable the producer to lower his prices, to the advantage of both himself and the buying public."

Before drawing the conclusion quoted at the opening of this summary the commission gives space to a statement from the editor of *PRINTERS' INK*, defending wisely-directed advertising expenditures, this being the only defense printed from those engaged in the advertising business. The statement follows:

At first glance, advertising is usually taken by the layman to represent added cost, which the consumer pays through higher prices. In some few cases this may be so, but it is never so in well-organized modern establishments, where advertising is used as an efficient economic force. Advertising is distribution expense, and is supplanting the long-standing distribution expense of immense sales staffs and elaborate expense accounts. People naturally take the cost of traveling salesmen, branch organizations and all complicated and expensive machinery of sales as a perfectly legitimate and necessary expense. So it has been, until advertising has supplanted it, largely for the very simple and mutually beneficial reason that it decreases distribution expense. Salesmen do not have to make one-third the number of trips they used to make, nor do they have to spend a lot of money for dinners, entertainment and other things, to persuade and even bribe dealers and jobbers to buy their brand of goods. They now use the economical means of printers' ink to talk directly to the consumer, so that they can demand, not beg or bribe the dealer to handle their goods. Furthermore, advertising is very rapidly resulting in cutting out the jobber and his middle profit. Thousands of manufacturers are now selling direct to dealers. If you take such famous examples as Ivory Soap and Baker's Chocolate, and measure the amount in quality of goods they give for their price, it can be readily shown how those who do not ad-



This story of successful advertising should be of especial interest, not only to national advertisers, but to all dealers selling advertised goods.

PRESIDENT, W. J. SOVEREIGN.

VICE PRESIDENT, J. C. NOSS.

TREASURER, G. E. SOVEREIGN.

NORTH AMERICAN CONSTRUCTION COMPANY

MANUFACTURERS
OF THE ORIGINAL



PLANT 101 LA PRLETTE AVENUE AND R.R. R.



BAY CITY, MICHIGAN, U.S.A.



PLANT 101 CENTER AVENUE AND R.R. R.

August 3, 1910.

Mr. Guy C. Pierce,
Chicago, Ill.

Dear Mr. Pierce:

You may possibly be interested to know that yesterday afternoon's mail brought \$1655.62 in business that is directly traceable to the Associated Sunday Magazines. This amount was in drafts covering three of our Aladdin houses.

While we have been very well satisfied with past performances of the Associated, still we think this is exceptionally fine.

Yours very truly,

NORTH AMERICAN CONSTRUCTION CO.

Per *G. E. Sovereign*

OES/FAS

P.S.--We find that our expenditure of \$430.00 during the past year has brought us \$3654.19 worth of business traceable to the Associated.

More than 1,100,000 copies a week. Advertising rates and detailed circulation statement from either office.

The Associated Sunday Magazines

1 Madison Ave., New York.

Record-Herald Bldg., Chicago.

Issued every week
co-operatively by
and simultaneously as
a part of the
Sunday editions of

Chicago Record-Herald
St. Louis Republic
Philadelphia Press
Pittsburgh Post
New York Tribune

Boston Post
Washington Star
Minneapolis Journal
Rocky Mountain News
Buffalo Courier

vertise do not give one bit more quantity or quality than those who advertise. As a matter of fact, it can be demonstrated by any householder going into a store. She will get a far better quality and quantity of canned goods and a score of other lines of goods for her money than if she buys the unadvertised brand, on which the dealer makes more profit, but which is considerably lower in quality.

The report then divides advertising into two classes—magazine and newspaper. It characterizes the magazine publicity as extensive in character and the newspaper as intensive. Newspaper advertising "is followed by the retail advertiser through the medium of the local newspaper. It is in this kind of advertising that an element of economic waste is most conspicuous.

"Advertising in the dailies is chiefly local, and the cost of such advertising, because of its nature, is paid by the consumer. Sometimes there is an actual increase in the price of the article, while at other times the result is the purchase of cheaper articles, which must be replaced, thus in the long run making the cost of living higher."

The commission made an inquiry into the circulation of and the amount of advertising carried by the following magazines: *Scribner's*, *Harper's*, *World's Work*, *Everybody's*, *Munsey's* and *Outlook*. It says:

"In the ten years 1880-90 the circulation of the monthly magazines increased 93 per cent, and now there are about 2,500 with an aggregate circulation of 25,100,000. . . . To-day over fifty per cent of the magazine space is devoted to advertising."

Magazine	No. of Ad. Pages	No. of Adv' Users	No. Pages Reading
Scribner's	150	340	128
Harper's	100	280	140
World's Work....	133	237	110
Everybody's	162	324	142
Munsey's	140	316	150
Outlook	146	296	119

Averaging the rate per page as \$350, the commission arrived at a total of \$3,500,000 spent in these magazines annually by advertisers. Including other forms of adver-

tising, like street cars, billboards and window displays, it calculates the advertising expenditures in this country as half a billion dollars. In the whole world it estimates \$2,000,000,000. "Such enormous expense," the commission says, "can be met in no other way than by additions to prices of the articles advertised."

There is then quoted the testimony of William Whitman, president of the American Woolen Manufacturers' Association, who said that it cost as much to get ordinary articles of woolen manufacture into the hands of the consumer as the cost of manufacture. "I believe it to be absolutely true," says Mr. Whitman, "that the entire cost of publishing and distributing the newspapers of the United States and the magazines is one of the contributory causes of the cost of merchandise, and is borne by the consumer."

The report puts roughly the amount of advertised goods bought in the State of Massachusetts at \$432,470,610. If the expenditure for advertising is five per cent, then the state's annual advertising bill is \$21,632,530.50.

N. W. Ayer & Son, the Philadelphia advertising agency, have opened a branch in Chicago. During the first week in August a meeting of this agency's Western representatives was held at this office. Among those who will permanently make their headquarters there are Clifton T. Miller, Frank B. White and J. Buchanan. At the gathering referred to among those present were W. A. McKinney, W. M. Richardson, O. J. Prentice, E. E. Rogers, J. A. Crawford and S. W. Corman.

The Washington & Choctaw Land Company, Times Bldg., St. Louis, is using half-pages in a list of mail-order and farm papers advertising farm lands in Alabama. The business is being placed through the R. A. Mathews Agency, Chicago.

Twenty-two young women from Nashville, Tenn., were given a sightseeing trip in New York last week by the Nashville *American*, from whom they won the trip in a contest. Smith & Budd, special agents for the *American*, looked after them in New York.

CONSCIENTIOUS SERVICE THAT WINS

That's what we all want.

That's what every advertiser is most anxious to get.

It's exactly what the editors of Leading Farm Papers are giving their readers, and it's exactly what Leading Farm Papers give advertisers.

These great farm papers don't lend themselves to political squabbles, international controversies, or sensationalism in any form. They give facts, instructive information, and helpful suggestions. They are for the farmer first, last, and all the time. Every page, every column, every line, is clean, entertaining, and honestly in the interest of the farmer's welfare. They have educated him, fought for him, and made him what he is.

You might just as well try to supplant

A MOTHER'S LOVE FOR THE CHILD

as to attempt supplanting the farm paper with the farmer. They are inseparable; one giving life to the other.

This bond of fellowship together with the fact that Leading Farm Papers guarantee to protect from loss, every reader who answers an advertisement, makes them

A POWERFUL INFLUENCE

with this great multitude of possible customers for you, and for that reason no other advertising media can be half so strong in the rural section.

When you want this kind of influence to push your business in agricultural communities, let me talk the matter over with you. I have facts regarding successful advertising in farm papers that will interest and benefit any wide-awake merchant or manufacturer.

Service rendered being considered, advertising in these papers costs you less than any other form of publicity. I shall be glad to give you the facts.

Farm and Ranch . . .	Dallas, Tex.
Nat'l Stockman and Farmer, Pittsburg, Pa.	
Farmers' Review . . .	Chicago, Ill.
Farmer's Guide . . .	Huntington, Ind.
Nebraska Farmer . . .	Lincoln, Neb.
The Gleaner . . .	Detroit, Mich.
Farm Life . . .	Chicago, Ill.
The Ranch . . .	Kent, Wash.



S. E. LEITH, 150 Nassau St., New York, Eastern Manager

APPLYING 'NEW THOUGHT' OR PSYCHO-THERAPY TO THE DEALER.

GIVING HIM MENTAL BRACERS TO
SHOCK HIM OUT OF LETHARGY
AND MENTAL RUTS—HOW GLOBE-
WERNICKE AND VICTOR TALKING
MACHINE COMPANIES DO IT.

By Frank H. Holman.

Finding a numerous battery of methods, ranging from fulsome, saccharine jolly to pugnacious short-arm jabs and open threat, still unavailing in many cases for stimulating dealers, the latest is "New Thought," "Christian Science" or whatever you choose to name it.

Some might call it psychology, some ginger, and perhaps a few impertinence. But at least two of the ablest and most extensive advertisers are using the method, and evidently with success.

When you get down to actualities—close enough to the dealer to take his measure—too often you find he isn't a John Wanamaker or a Marshall Field. It is a pity, and he ought to be ashamed of himself; but the fact remains. It is scandalous, but he does not dream of acres of floor space and branch stores in New York, Chicago and Paris. And if he does dream, sad to relate, he doesn't *do*. Amazing and incomprehensible as it may seem to the high-powered manufacturer, who doesn't talk except in units of about a million, or see his factory but once in a while between yacht and motor trips, this dealer's fondest hope may be to be able to buy a patent window next year or put in electric lights. Or, horrors, he may even be right well contented exactly as he is!

Thus it transpires that the manufacturer is very often found standing over dealers somewhat after the fashion of a determined schoolmarm with her dander up, trying to lick a few gingery ideas into a bunch of tow-heads. It's a long, hard job. If she's a green teacher she'll shuttle between force and coaxing; while if she's pedagogically trained she'll apply

Pestalozzian principles and reach their minds with suggestive skill.

The trouble with the dealer is undoubtedly mental. It's not lack of argument or local conditions or lack of aggressiveness which are responsible for his store's failure to produce more sales—it is in his mind and character where the obstacle lies. Get the right ideas to that inner consciousness of his which shapes his character and attitude toward life and his business, and you can do something with him. Prof. James says we are all capable of far more than we think or seem—which means that unless a backward dealer has already fossilized and hardened you can still perhaps provide the stimuli which will animate him as never before.

Proceeding on the businesslike idea that every dealer handling your goods is your representative and you should leave no means unemployed to get maximum returns from him, a number of big advertisers are throwing much special skill and thought into this matter of dealer stimulation.

If the following extract from some matter being sent out to dealers by the Victor Talking Machine Company is not "New Thought" or "Christian Science" it verges closely to it. Perhaps it comes nearest to being like the "Psycho-Therapy" which Dr. Worcester inaugurated:

Think Victrolas and you will sell them.

The whole secret is in your own mental attitude.

If you are a Victor dealer and not enthusiastic over the Victrola your mind is not in the right attitude. Your eyes are not wide open. You are not thinking high enough.

A man does business and sells goods on the same plane on which he thinks. If you think of the Victor as a toy, you'll do a toy business. If you think of it as a mere talking-machine, you'll do a talking-machine business only. But if you think of it for what it really is, as an exponent of the true art of music, then you will step up and get your share of the Victrola sales.

Don't let to-day go by without thinking seriously on this subject.

You have the instrument, the prestige, the endorsements; you have the backing of the Victor Company with its high-class advertising appealing to the most refined and critical class; you have everything except possibly the right thought. Have you got that? If

not, just get that thought into your mind. Give your enthusiasm a chance to break out and warm up other people. And you will sell all the Victrolas you want to.

There is a drop forge steel bore quality to this sort of talk which goes through thick skulls as if they were sponge cake. The most phlegmatic dealer can get a bracer out of it, while it acts like new wine on any dealer with natural push in him. It puts the matter on a mental basis; it puts a binocular to a dealer's eyes through which he can see himself a bigger and more successful man.

Practically simultaneous with the Victor efforts are those of the Globe-Wernicke Company along the same direction. Unquestionably this concern has also analyzed the matter right—that the obstacle to more sales is the dealer's habit of thought.

Under the title of "The Unfettered Mind" the Globe-Wernicke Company is sending out this month a long talk to dealers which is quite philosophical and penetrating.

It is necessary for the mind to be put in fallow once in a while, simply to get it into a receptive or impressionable condition; otherwise the gray matter becomes hardened and difficult to till.

Then again, a mind that only raises the same crop of ideas year after year, is not the kind of intellect you and I care to cultivate.

We desire something broader and more humane, a greater diversity that permits us to see life from many viewpoints and at many angles.

The unfettered mind is likewise the imaginative mind, and to-day it is the imaginative, creative mind that succeeds in business.

As you look around your store to-day, has it the same atmosphere, the same ear-marks that it had ten, fifteen or twenty years ago?

Then it is time to get out.

But don't make the mistake that the necessary inspiration for improvement can be gained by attending a market or a convention.

An exchange of ideas is all right, and speeches are all right, but even more important is to get *all* pre-conceived notions about business out of your mind by a complete relaxation and change of thought.

It is all couched delicately under the hint of need for outdoors and vacation—but it is psychotherapy, all right, and it looks like winning talk.



Millions of dollars are ineffectually spent each year for advertising by people who are—

"talking to themselves".

They write copy to jolly themselves and run in mediums where its appearance "tickles their vanity."

There are *one hundred and forty thousand homes* in one of the richest and most prosperous sections of this country where such a whisper wouldn't penetrate in a million years, but which THE UTICA

SATURDAY GLOBE

opens wide to every wise advertiser who uses its columns. They are homes of thrift and purpose—living purpose to get, not necessarily the most, but the best out of life—and if you, Mr. Manufacturer, or you, Mr. Dealer, have something worth while to offer why hang back? Why seek back door or accidental methods—when every opportunity is offered you for an introduction right into the family in a way that carries confidence along with it?

Ask us more about the SATURDAY GLOBE. That's what we are here for.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

HOW THE JOBBER PULLED THE HOUSE DOWN ON HIMSELF.

HE WAS THE ONE WHO FIRST
TAUGHT DEALERS TO SUBSTITUTE—
MANUFACTURER COMPELLED TO
TAKE SELF-PROTECTIVE MEASURES
—WHAT IS HAPPENING IN THE
DRUG FIELD.

[EDITORIAL NOTE.—The author of this article is the advertising manager of a well-known drug specialty. For obvious reasons we have been requested not to use his name.]

The writer has been very much interested in the articles now running in **PRINTERS' INK** regarding the past, present and future of the middleman—the jobber.

The first article, written by the advertising manager of the firm of Francis H. Leggett & Co., wholesale grocers, indicates pretty clearly how valuable the jobber *might be* if he confined his activities to actual jobbing or distributing. In spite of the fact that the jobber is an apparently necessary factor in economical merchandising, it is a matter of much concern to the wholesale trade in general that few manufacturers, particularly of advertised trade-marked goods, now confine their sales exclusively to the jobber.

In the drug line, for example, there is a growing tendency among manufacturers of advertised specialties to sell the "cream of the retail trade" direct. The largest and most influential retail druggists buy almost everything "direct" and in most cases get the manufacturer's very best wholesale discounts. As this policy becomes more and more general, the jobber's field is being restricted more and more to the smaller dealer—the dealer whose capital and output does not make it possible for him to buy the quantities necessary to obtain "wholesale discounts."

It is this condition of affairs which is giving the wholesale trade the most worry, and it is this condition of affairs which is responsible for the gradual reduction in profits of the wholesalers,

many of whom, "seeing the handwriting on the wall," are taking up specialties themselves as manufacturers. For example, we have Eskay's Food, Calox Tooth Powder, Riveris Talcum Powder, Pebecco Tooth Paste, Steero Bouillon Cubes, etc., etc., all made, marketed and advertised by prominent "wholesale druggists."

Manufacturers assert that the jobber has only himself to blame for his loss of the most desirable part of his business as a distributor. *The jobber has taught the retailer how to substitute successfully*, and the jobber is more directly responsible for substitution than all other causes combined.

When an advertised article became sufficiently successful, the first thing the jobber did was to offer the retailer something else to take its place, usually under the jobber's label. The jobber's salesmen, to get business, told the retailer that his product was "just as good as" or "just the same as" and gave the retailer a big margin of profit to push these goods. The retailer was interested and in many cases substitution in his store dated from the day *the jobber taught him how to do it*. From this beginning came the substitution evil and from the teaching of the jobber the retailer soon learned how easy it was to buy goods from a manufacturer under his own label, so the jobber is now getting cut off from a considerable portion of that class of trade.

In the meantime, the manufacturer of the advertised specialty began to wake up to the fact that the jobber was doing him more harm than good and that while the jobber was filling all orders, calling for the advertised specialty, his salesmen were in reality working against the interests of the advertiser by pushing competitive goods under the jobber's own label. Who, then, is to blame if the manufacturer of an advertised specialty feels that his interests can best be served by going to the "worth while" retail trade direct and giving them all the profit there is in his article. In giving the retailer the profit formerly allowed the jobber, the manufac-

turer is going a long ways toward preventing the substitution the jobber has encouraged. The additional profit, represented by the wholesale discount, makes the retailer more friendly to the product in question and under such circumstances the dealer can hardly afford to be antagonistic or to attempt substitution.

The position of the jobber to-day would be entirely different if he had acted merely as a distributor of those goods which his trade demanded; manufacturers would still be glad to take advantage of the economies which such service makes possible. But manufacturers who invest heavily in advertising and succeed in popularizing a trade-marked specialty must protect their business, and under present conditions the economy of distribution offered by the jobber is too often more than offset by his willingness to push an "own label" product in direct competition with the advertised article.

If the jobber is "doomed," as many seem to think, who can doubt that *he* is to blame?

ROOSEVELT—THE CHAMPION COPY-WRITER.

ONTARIO, CAL., Aug. 8, 1910.

Editor of PRINTERS' INK:

Theodore Roosevelt certainly is one of the most versatile men in the world's eye to-day. As an advertising man he can give us all pointers.

Here is a bit of copy that slipped off his tongue before he had hardly stepped from the gangplank from his jungle hunt:

"Once or twice a week I intend to go to New York and I will be at the *Outlook* office there. That is the only place that I will receive callers who want me to say anything."

Simple, trite, subtle. Not very long. Nothing complicated or flippant about it. No play on words. Void of the professional, "pulling" style. A psychological piece of publicity based on inference and containing but thirty-eight words.

It tells the public what the public hungers to know—and it states plainly that at one place, and only one place, can the public expect to rely upon authentic Rooseveltian facts.

It will pay every advertising man to study this inconspicuous bit of copy. Note how he gets to his point, how he tells the whole story, and closes when he is done—all in thirty-eight words.

SHERLEY HUNTER.

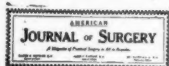
Calkins & Holden, 250 Fifth^{Ave}
New York: an organization
for the conduct of advertising
campaigns

CH

The Doctor's Influence

USE THE BIG SIX

THE Medical Council



Stop and consider that the doctor visits every home many times during the year.

He is consulted and his advice sought upon matters outside of his strict professional calling.

His suggestion carries with it a degree of permanency for article recommended not possible to secure in any other way.

What the doctor suggests is not replaced by something "just as good."

A systematic advertising campaign by manufacturers of goods worthy of the recommendation of this most influential class will prove economical and effective and create a business that is stable.

The following journals enjoy the confidence of the Medical Profession and effectively cover the field:

American Medicine, - - -	New York City
The Interstate Medical Journal, -	St. Louis, Mo.
Therapeutic Gazette, - - -	Detroit, Mich.
Medical Council, - - - -	Philadelphia, Pa.
American Journal of Clinical Medicine, Chicago, Ill.	
American Journal of Surgery, -	New York, N. Y.

Suggestive information and rates will be furnished by writing any one or all of the above.

PRIVATE BRANDS STIR UP COMMENT.

RECENT "PRINTERS' INK" ARTICLE STARTS ARGUMENT PRO AND CON — "COLLIER'S" WESTERN MAN TELLS OF A PRIVATE-BRAND BAKING POWDER WHICH "LOOKED GOOD" BUT DISMALLY FAILED—WHOLESALE GROCERY MAN ENTERS A DEFENSE.

The article recently published in *PRINTERS' INK* relative to the private brand problem has awakened not a little interest, as is only natural in view of the importance of the subject.

Out of a number of communications received, the two which follow have been selected as illustrative of the strongly contrasted arguments of those on either side of "the fence."

A. C. Hammesfahr, the Western representative of *Collier's* in Chicago, states his beliefs as follows:

Editor of PRINTERS' INK:

The article in the August 4th issue of *PRINTERS' INK* entitled "The Private Brand Pitfall" interested me very much, especially the paragraph quoting A. B. Brown, of the Wabash Baking Powder Company. Having had retail experience in a business where baking powder was sold, I may be qualified to give some information that may be of interest.

The big percentage of our customers were from the great middle class, although much of our goods attracted the better class. I remember one time that we put in quite a stock of our private brand baking powder—by that I mean baking powder with our own label on it. A twenty-five-cent package was over twice as large as the same priced box of Royal.

It looked good to us, but when I tell you that at the end of a year we had only sold about a dozen boxes you will realize that private brand had no attractions for us after that.

At that time I didn't know much about advertising, but I learned it was mighty good business to handle goods that people knew and required almost no effort to sell. When we were carrying hundreds of different articles it didn't pay to take the time to push a private brand.

This same condition prevailed in connection with bottled and canned goods. Several times we bought pickles, catsups, etc., from local people. The consumer, however, usually came to the store asking for Van Camp's and Snider's Beans, Heinz and Snider's Catsups, and so on down the line in connection with practically everything that we handled.

I believe, however, that private brands can be used very effectively in many of the poor districts in big cities like Chicago because there are so many people in these sections who do not know the different articles by name on account of lack of education and also because quantity is the important factor with them.

A. C. HAMMESFAHR.

On the other hand, S. W. Roth, editor of *The Retailers' Journal* and *The Wholesale Grocer*, Chicago, elucidates his beliefs on the private brand question in part as follows:

Editor of PRINTERS' INK:

In his consideration of the question of private brands, P. R. Barney, in the August 4th issue of *PRINTERS' INK*, predicates his whole line of reasoning upon theories that are plausible enough, but which do not work out in practice.

When a wholesale grocer has a private brand packed by a manufacturer, he, and not the manufacturer, is responsible for the success of that brand.

He does not hire an inferior manufacturer to put up fine goods, any more than a publisher would hire a poor man to do good editorial work. The result of the product in either case depends upon the man who is having the work produced. It is his judgment, his energy, his direction, his capital that enters into the success of the product created.

In a slightly different sense, the same thing is true of the manufacturer. He does not plant, pick and pack the tomatoes that go into the can bearing his brand. Neither does he conduct the advertising campaign or sales force necessary to put value in his brand, commensurate with the quality of the goods. He hires good help to do this work. Still he is the manufacturer, because he is the directing force.

Mr. Barney supposes that packers with a reputation for packing fine goods for others are entitled to the reputation that resides in the brand. He ought to know that the identical quality may be put up by other packers without in any way affecting the brand value. It is the brand the consumer wants, because the precise quality for which the brand stands is known.

The manufacturing wholesale grocer, who has his private "brand," is just as jealous of the reputation of that brand as any specialty manufacturer is of the brand he has created. The jobber has his ideal, and if he hires a manufacturer to put up his goods, he insists on having them put up his way. If one manufacturer does not satisfy him he turns to one who will. Whatever value he finally creates in his brand name comes to the wholesale grocer, as a result of his efforts. The manufacturer is simply his hired man, albeit he may be a good one.

Mr. Barney's notion that a manufacturer packs his best goods under his own brand, and puts what is left into

the jobber's packages, is not worth considering any further than to call attention to the fact that such a relationship between the manufacturer and the jobber is not possible. Of the hundreds of packers of vegetables and fruits in this country, those who put up goods under their own brand may be counted on the fingers of one man's hands.

The manufacturer spends thousands upon thousands of dollars promoting his brand among consumers. Having covered the entire country with his consumer and retail grocer advertisements, he cannot afford to create the machinery necessary to take advantage of this advertising. It would mean a sales force, a distributing force and a collection force in each important city of the country. All of this force would be devoted to the business of handling one item.

The wholesale grocers in every section of the country maintain such forces, and they are able to do so effectively, because they are handling goods of great variety. Their territory may be circumscribed with respect to certain lines of goods, but it is thoroughly covered.

This machinery which the wholesale grocer has created is valuable to the manufacturer who promotes the sale of his goods to the consumer all over the country, and he naturally takes advantage of it.

The specialty man would like to have the jobber push his brand. The jobber feels he cannot afford to do this. His own brands have become a necessity, and in his own special territory he is bound to push these. His aim is to associate his brand name with goods of high quality, so that the consumer becoming accustomed to the name will buy anything under that brand name with the full assurance that the goods will be satisfactory.

The jobber does not confine his brand name to one kind of goods. He carries a long line under one brand, and when a retail grocer creates a good trade for such goods, the jobber feels he has made a customer, who will not only carry his "brands," but will buy bulk goods from him as well. This is one of the prime objects of jobbers' private brands.

Another is that, once his brands become established in his particular territory, he is not at the mercy of a salesman, as he would be without private brands. The salesman may go to another firm, but he cannot take his trade with him, because the retailer feels he must have the house brands, for which a demand has been established.

The jobber does not advertise his private brands to the consumer by means of general consumer advertising, as the manufacturer of a single item does. If he did, much of his advertising would be wasted. The jobber's method is to advertise to the retailer through the grocery papers, to circularize his particular territory, and to promote sales through his traveling salesmen. In short, the methods of both manufacturer and jobber differ, of necessity, because of the nature of their business organizations.

Finally, the manufacturer, with his special brand, and the jobber, with his private brand, will dwell in peace if they play fair with each other. Each has his rights in business equity, and each has the means of protecting himself from the unfairness of the other. The private brands, however, are here to stay. There will be more before there are less, and we may be certain that the quality of the jobber's private brands will continue to improve.

S. W. ROTH.

R. R. MAMLOK JOINS PAUL BLOCK.

R. R. Mamlok, for the past few years with *Vogue*, has joined the organization of Paul Block, Inc., as a solicitor.

A fund of \$100,000 with which to advertise Seattle has been suggested. Local real estate interests are prominent in the movement.

About twenty-five men have signified their intentions of subscribing \$25 a month each toward a \$1,000-a-month fund with which to advertise Fort Worth, Tex., nationally.

ADVERTISING A CHURCH AT THE RACES.

In the catalogues for the Lafayette County, Mo., fair appears the following unique advertisement:

AFTER THE RACES DON'T FORGET

THAT

THE CHRISTIAN CHURCH,

HIGGINSVILLE, MO.,

has a wide-awake Sunday School, to which the whole country is invited. Classes for everybody.

The preaching services are not so bad.

H. W. HUNTER, Minister.

F. L. M'CORD, Superintendent.

When asked what he thought of advertising as an aid to Christianity, the Rev. Mr. Hunter said: "I am a firm believer in it. I have done a good deal of it and am sure it does good."

Fred E. Ruslander, formerly advertising manager of the Real Estate Trust Company, at Pittsburg, has been appointed advertising manager of Spear & Co., house furnishers, Pittsburg. Mr. Ruslander was formerly a newspaper man connected with dailies in New Orleans and Pittsburg.

The annual picnic of the *Collier's* Benevolent Association, which is a mutual benefit organization of the *Collier* organization, was held August 19th. The workers closed up shop and attended in a body, going to Rockaway Point.

The foreign advertising of the Portland *Oregonian* is now being represented by Verree & Conklin. The Beckwith Agency, New York, had been handling this account for the past twenty years.

Crop Prospects in Ohio Very Encouraging

A careful study of the latest reports of the Ohio Dept. of Agriculture and the reports of our own corps of Field Crop Correspondents, shows that crop conditions in Ohio are very satisfactory. The wheat yield, as shown by the threshermen's reports, is only slightly below normal; oats is well above the normal; corn conditions are generally encouraging, and many sections report promise of a bumper crop. **The majority of the reports indicate that the returns will be above the average.**

The feeling among the farmers is very good. Prices of all farm products continue good. While a shortage of some crops exists, this territory is not alone in this respect, and what is produced will command better prices.

The prospect for a BUMPER CROP this year follows several successive seasons of BUMPER CROPS, therefore the farmers of Ohio and surrounding territory, with their fat bank accounts, offer advertisers in every line the best field to be found anywhere today.

The Ohio Farmer

Cleveland, Ohio

with its paid in advance circulation of over 107,000 reaches more good farmers (the substantial kind, with bank accounts) than any other similar publication in this territory.

Advertisers should use liberal space now and get their share of the money that Ohio Farmer subscribers are going to spend this fall.

Write for rate card, sample copy and any further information desired.

THE OHIO FARMER, Cleveland, Ohio

THE LAWRENCE PUBLISHING COMPANY, Proprietors

George W. Herbert,
Western Representative,
1736 First Nat'l Bank Bldg.,
Chicago, Ill.



Wallace C. Richardson, Inc.,
Eastern Representative,
41 Park Row,
New York City.

Member of the Standard Farm Paper Association.

Stability of circulation is next in importance to quantity of circulation.

Advertising success comes as a result of repeated impressions, but you must do your repeating to the same people.



Based upon the rate per page per thousand, you can buy space in McClure's at least as advantageously as in any magazine that considers itself in McClure's class — but that is not the way to buy space.

McClure's Magazine

44 East 23d Street, New York

BOSTON

CHICAGO

CURTIS P. BRADY, *Advertising Manager*

The general news of the world is found in the newspapers. The story of the people who make the news is found in HUMAN LIFE. It's the magazine about people, and has a definite appeal to the live wires of reading and thinking America.

Advertisers who use space regularly in HUMAN LIFE receive satisfactory returns in direct sales and in general publicity.

HumanLife

THE MAGAZINE ABOUT PEOPLE

ADVERTISING
DEPARTMENT
BOSTON
NEW YORK
CHICAGO

any other such "feeders" or "comebacks," as they are called, are to their lines. They represent a large fraction of the available profits.

It is the testimony of George P. Metzger, the advertising manager, that the advertising is producing big results, bringing in no end of orders. Ads are running in the mail order papers as well.

An interesting end of this campaign is the fact that every effort is made not to arouse the hostility of the local Columbia agents by developing even the semblance of a mail-order business. Each ad lists six or so new records of the moment which are meeting with particular favor. Not infrequently orders in response to these ads have been sent in for the whole six records at once. But whenever more than one record has been thus ordered, the order has been referred to the nearest local agent for filling. Even when only one record has been ordered a letter has supplemented it giving the purchaser the name and address of the nearest agent, where future orders should be forwarded.

A most readable series of ads is being run by the Victor Talking Machine Company in farm papers. The company has found farm papers a particularly paying proposition.

Dr. Evans, Health Commissioner of Chicago, feels it is his duty as a public official to post signs and other advertising material warning the public against dangers to health. He recently secured from the advertising agencies the vacant spaces in public conveyances. In these spaces were inserted placards inscribed: "Dirty Air Is Death," "Fresh Air Prevents Consumption and Pneumonia," "Ventilate All the Time—Winter and Summer, Day and Night," "Too Much Fresh Air Is Just Enough."

The Charles H. Fuller Company announces a department especially devoted and equipped to handle automobile advertising and publicity. The department will be located in Detroit and will be in charge of Martin V. Kelley, formerly of the MacManus-Kelley Company, and F. M. Randall, formerly of Lord & Thomas.

WHAT ADVERTISING DID FOR SCOTT.

Conversation was rather fitful, so he decided to guide it into literary channels. "Are you fond of literature?" he asked. "Passionately," she replied. "Then you should admire Sir Walter Scott," he exclaimed with sudden animation. "Is not his 'Lady of the Lake' exquisite in its flowing grace and poetic imagery?" "It's perfectly lovely," she assented, clasping her hands in ecstasy. "And Scott's 'Marmion,'" he continued, "with its rugged simplicity and marvelous description." "It is perfectly grand," she murmured. "And Scott's 'Peveril of the Peak' and his noble 'Bride of Lammermoor,'" "I just dote upon them," she replied. "And Scott's Emulsion," he continued, hastily, for a faint suspicion was beginning to dawn upon him. "I think," she interrupted rashly, "that it's the best thing he ever wrote."—*The Cosmopolitan*.

ADVERTISING AND PHIL- ANTHROPY.

An amusing story is being told in social circles in London about a young American woman who was anxious to be presented at a certain European court. Of course, the high officials had to make inquiries about her social status in her own country, and pronounced their veto. It could not be done. The daughter of a man who sold boots and shoes could not be received by his majesty at a royal court. The girl was in great distress, and promptly cabled home to her father. Next day she received the following reply:

"Nonsense. It's not selling. Am simply giving them away. See advertisement."

This cablegram was duly presented to the proper quarter, and, although the ending did not seem quite clear to the official mind, it was held to solve the difficulty. So she was presented at court as the daughter of an American gentleman who was noted as a great philanthropist.

Highest Average Purchasing Power

☞ Based on the tabulated and recorded occupations of Collier's subscribers, their minimum average yearly income has been computed by a careful statistician at \$1,517.00.

☞ There is no other American publication of general circulation that can give an advertiser even approximately accurate figures as to the average annual income of any considerable proportion of those who buy it.

☞ Even if any other publication were able to furnish such figures, it is a practical certainty that there is none other that could even closely approach the average income of \$1,517.00 per year for 550,000 subscribers the country over.

☞ Ask some of the other mediums for figures on this subject—that they can verify or vouch for.

T. L. Patterson.
Manager Advertising Dept.

Collier's
THE NATIONAL WEEKLY

THE PERILS OF NATIONAL DEALER-FORCING AD- VERTISING.

A HARDWARE ADVERTISER WHO
FAILED IN ESTABLISHING HIS LINE
BY THIS METHOD—NOT ENOUGH
ENQUIRIES TO PROVE DEMAND TO
DEALERS—THE SURE PLAN OF
CONCENTRATION.

By Frank W. Lovejoy,

It does seem as if some manufacturers now advertising generally should be brought to a realizing sense of the vastness of this country and the insane efforts they are making to force dealers into carrying their goods.

To illustrate: A hardware manufacturer who is spending quite a sum in advertising received last season a total of 30,000 inquiries from his publicity, a showing which on the face of it seems rather good. The article advertised is a "demand on dealer" and "sent direct if your dealer does not have it" combination, but the idea of the publicity was to create sufficient demand on the dealer to make him put the goods in stock. The campaign has been a failure. Now what was the cause?

There are 158,270 hardware and general stores in the United States. Previous to the appearance of this advertising the firm circularized the dealers, telling them about the general campaign which was being waged in their interests, and on the strength of it advising them to put the goods in stock. As the inquiries were received they were turned over to the nearest dealer. Follow-up letters were sent inquirers, salesmen sent over the country—in fact, every precaution taken to make the campaign a success.

When the campaign ended the advertiser found that with a total of 30,000 inquiries and allowing, say, another 30,000 for people who were induced by the publicity to go into the store and demand the goods, he might consistently show a total of 60,000 people in-

terested in his line. Five times the original 30,000 (150,000) gave him less than one inquiry per dealer, per year—a mere nothing as far as forcing power is concerned.

Candidly—suppose 400,000 people were so interested during the year that they asked their dealer for the article—of what practical use would three inquiries, spread over a period of twelve months, be to make any dealer spend his money in putting the goods in stock?

What was the result?

Dealers kept continually writing in calling attention to the wonderful promises which were being made in the dealer literature sent to them before the campaign commenced, and called attention to the fact that they had practically no inquiries for the goods.

The truth is, the advertising was spread over so much territory that it lost its effectiveness in any section. This season that advertiser is going to concentrate, confining his advertising to certain states, turning his salesmen into the territory at the same time his advertising appears, making his dealer efforts simultaneously with the salesmen's work and the advertising, until the sections covered begin to produce—concentrating in and around his sales force and distributing his goods over an ever-widening circle.

George Frank Lord illustrates the point in his article "Analyzing a Selling Proposition" in July 7th PRINTERS' INK and just so will more of our advertising men put sanity into their advertising when they take time to think.

How shall we concentrate? There are quantities of concentrative mediums.

Any field for the spread-over medium? Best medium in the world if thoughtfully used in a carefully worked out advertising campaign.

One has but to go out into the country to learn the attitude of the local dealers. Carry such and such a line? "I do not." "Yes. I get an inquiry now and then but I can buy this line I am carrying for a quarter less than I would

pay for your trade-mark line and I'm in this business for profit not for my health."

So it goes and will continue to go just so long as manufacturers advertise widely without first figuring out the possible market and effect the advertising will leave locally. When they take time to figure facts and not fiction—interested subscribers, instead of circulation—efficiency, instead of line rate—then will we learn sanity in advertising and a greater per cent of success.

THE FATE OF PRETTY GIRL ADS.

When advertising such an unhuman and unsentimental thing as a gasoline engine should one use the picture of a pretty girl?

This question is bothering Sam Wilson, manufacturer of the Wilson gas engine, and brother of L. E. Wilson, secretary of the Greater Des Moines committee, says the *Des Moines Tribune*.

The Wilson Machine Company has not been making engines for such a long time. In order to make a hit with his engine, Samuel had an advertising picture taken with Miss Flora Kimball and the engine side by side. He has received twice as many inquiries regarding the girl as he has the engine.

This is one letter, received from a fellow "up state" in New York:

CANANDAIGUA, N. Y., Feb. 21.—Wilson Machine Company, Des Moines—Gentlemen—Kindly send particulars of the "Matchless Engineer," as advertised in the *Gas Review*. I would know more of her. She looks good to me. Thanking you in advance, I am, A. E. C.

P. S.—I have no use for the engine.

Little better evidence of the ever-increasing interest of the American farmer in automobiles could be had than in the fact that Sioux City, Iowa, had its first automobile show March 1st to 5th. It was a big success.

The Des Moines *Capital* is fathering a movement for a River-to-River road, 380 miles in length, from Davenport to Council Bluffs by way of Des Moines, across the state of Iowa. Lafayette Young, of the *Capital*, is president of the Iowa Good Roads Association.



Verv few publications are able to define absolutely the class of people who read them.

Owing to the distinctive manner in which



is circulated, its publishers are enabled to know exactly where every copy goes and the station in life of each of its readers.

In thousands of small towns and villages—*out in the country*—are the homes in which *Grit* is a weekly visitor. Not always the homes of wealth or luxury, they are invariably homes of thrift and economy.

They are occupied by the merchant, the farmer, the doctor, the carpenter, the blacksmith, etc., and they all buy and use the various food products, household supplies and necessities, wearing apparel and many luxuries.

This, strange to say, is a field too often ignored by advertisers, in favor of large cities and populous centres. However, fewer advertisers make this mistake now than in the past and *Grit* is largely responsible for it.

Already a large number of them are using *Grit* to cover 12,000 small towns and villages where very few magazines are read.

We have room for you, too.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

250,000 Paid

subscribers were promised—

We will give you

375,000

or more, at the

Same Advertising Rate

**All
Paid
Circulation**

Please consider that this is all paid in advance circulation—reaching 375,000 farm women in the richest community in the world—the Mississippi Valley. It would be difficult to find another publication which gets so close to its readers, and which has such a hold of its own, as *The Farmer's Wife*.

**About
One-third
Usual Rates**

The rate of \$500 a page (784) lines figure about 64 cents a line. You cannot reach a similar 375,000 paid in advance farm subscriptions for less than 3 times that rate. Figure it out for yourself. Take some of the farm papers of very large circulation, divide their rate per page by the number of lines and compare it with our rate.

How To Hold The Low Rate:

For October, November, December and January the \$1.00 line rate which was announced on the basis of 250,000 circulation, will not be changed, but the paid circulation of *The Farmer's Wife* will be

375,000 Instead of 250,000

Beginning with the February issue (1911) the new rate of \$1.50 a line will take effect—unless advertisers enter definite contracts before December 18th, 1910 and use regular space in the January (1911) number. Rate holders will not do, only contracts for regular space will be accepted. Contracts so entered will hold present rates of \$1.00 a line—[full pages, 784 lines, \$500] up to and including September 1911,—PROVIDING no intervening issues are skipped. Any advertiser who drops out of any issue after January 1911, will lose the advantage of this rate.

**This Advertising Offer was never duplicated
by a farm paper of recognized value.**

Remember The New Closing Date:

The October number will go to press September 18th. All later issues will go to press on the 18th of the month preceding.

If These Rates Are Not Clear

Please write us at once for further information.

THE FARMER'S WIFE

Webb Publishing Co., Publishers

ST. PAUL, MINN.

Chicago Office
GEO. W. HERBERT, Mgr.
1736 First Nat. Bank Bldg.

New York Office
WALLACE C. RICHARDSON, Inc. Mgr.
41 Park Row

THE BIG STIMULUS TO EXPORT TRADE.

GOVERNMENT PREPARING CO-OPERATION EXPECTED TO MAKE TWO BILLION DOLLAR GAIN IN FIVE YEARS
—SOME EXPORT WISDOM AND EXPERIENCE IN ALL PARTS OF THE WORLD.

By P. R. Barney.

The last excuse is now gone for American manufacturers to neglect export trade. Aggressive Federal co-operation is now planned, which must result in strong stimulus to all lines of export, especially to South American trade.

The State Department and the Department of Commerce and Labor, at the suggestion of President Taft, have joined to push a sweeping industrial campaign, with the entire world as a market.

The machinery is ready at hand, yet has never heretofore been progressively utilized. The entire consular and diplomatic corps of the United States will be put to work to help manufacturers. In addition, a corps of six commercial experts trained in and familiar with the various parts of the world will be attached to the Department of State to gather data and information of practical business value that might escape the consular officers.

It is also planned to establish a bureau of International Commerce under the State Department's jurisdiction whose function will be to cull all the information received about commercial conditions in foreign countries and bring it to the attention of American business men. Washington officials have estimated that the increase of trade for American manufacturers in five years will be \$1,750,000,000.

Export business has in the past few years received a special impetus. A bit of panic at home has opened the eyes of manufacturers to the industrial insurance comprised in world-wide trade. Many a concern was panic-

proof in 1907-8 because of interrupted sales with foreign countries.

Inquire as to what American producers are to-day making a success of the foreign market. Some of the names one will hear are Singer sewing machines, Victor and Columbia phonographs, United States Steel, and many others. What are the people who produce these things doing? In practically every district where the trade is worth getting they are advertising in the local papers. But that is not all. Their agents are everywhere. In hosts of cities they have their own stores and even their own buildings. They are thorough converts to the value of personal representation and the personal interview, face-to-face, with the dealer or consumer, as the case may be.

SELLING AGENTS MOST USEFUL.

But there are American producers—many of them—whose products are of such a nature that they do not admit of such an elaborate scheme of special representatives. For them undoubtedly the next best plan is to make use of the services of manufacturers' selling agents. Where the export brokers have the interests of every American producer, who will send them their catalogues, in mind, the manufacturers' selling agents have the particular interests of their special clients always nearest their hearts. They usually have branch offices, with well-appointed sales rooms, in every important center. They are permanently established and have a good reputation. In that particular, they are infinitely better than the floating "syndicate" agent, as he is called, who is an individual who goes through the motions of representing anywhere from six to twenty-five lines of goods, many of them wholly unrelated, in a territory where he is not known, and who not infrequently makes the best of his opportunity to see the world, traveling first class. At least such does he prove himself to be as far as the frequent ex-

Just the Time

Harvesting done—next comes the fall buying.

The Harvest Home Number

(October 10th)

of FARM AND FIRESIDE

will reach our 450,000 prosperous farm homes just at the right time to carry your invitation to purchase your brand of goods. Just when there's money in the bank.

The **HARVEST HOME NUMBER** (October 10th) will have, besides a beautiful and appropriate cover, special articles, such as

"How Did You Sell the Crop?" which takes up the farmers' marketing problem and points out the way to sell produce to the best advantage.

"The Nation's Farm Inventory," a summary of the crop year and estimate of the harvest of American and foreign crops.

"Woe to the Dumper," a lament over the farmer who dumps his grain onto the market at the first offer against the interest of himself and neighbors.

"Feeding the Corn Crop," by F. D. Coburn, of Kansas.

Besides which all departments will contain special and appropriate articles.

The forms for this issue will close promptly on September 15th.

The 450,000 subscribers to FARM AND FIRESIDE would be glad to see your advertisement in it that you realize that they are good red blooded human brothers—but a bit better able than most people to purchase (for cash) the necessities and luxuries of living.

A little interest on your part in our FARM AND FIRESIDE folks would create a great deal of return interest in your goods on their part.

There's no better time to send in your order than right now.

FARM AND FIRESIDE

THE NATIONAL FARM PAPER

Springfield, Ohio

11 East 24th Street
NEW YORK

Advertising Department Offices

Tribune Building
CHICAGO

perience of many American producers goes.

The American house is usually working at a distinct disadvantage. Among the Germans and English it is considered a thing almost unheard of if a man works himself up from a clerk to be a firm member, which is quite the contrary of conditions here in America. What becomes of the clerks who develop brilliant executive or selling ability? They are sent out to work up the foreign field, often studying the peculiar conditions of one locality for years. It must be remembered that Germany and England are not fixed like America; they *must* have foreign trade. Without it they cannot exist. This is the kind of competition which Americans must meet abroad.

There is no antipathy for American export goods, as many seem to suppose. Consumers, the world over, are fair-minded. They are out to get the best possible for their money.

FOREIGN TRICKS TO SPIKE AMERICAN GOODS.

Many are the stories told of the way in which English, German and other jobbers attempt to side-track American products. They have been known, for instance, to refuse point blank to handle them. When pressed with a threat that a special agency would be opened, if they persisted, they have been known to agree to enter upon a contract for exclusive territory for a given term of years, order a quantity of goods, and store them in their warehouses without any intention of pushing them, with the pleasing knowledge that they had excluded one American line for at least a certain term of years.

Local conditions must be studied. "Pink Pills" are great sellers in China because pink is considered a lucky color by the Chinese. That is why every Chinaman's sign is red. Green or blue pills wouldn't have a "ghost of a show," no matter what their quality. Similarly English bicycles are to-day selling in India, not because it is under England's au-

thority, but because the English manufacturers have studied local conditions and have produced a specially strong machine, which is equipped with "tropical" tires, so called.

The question of catalogues is one of great importance. When inquiries come in, the American house is far too prone to send a catalogue after much delay, whereas the English house sends a salesman at once. It is not difficult to imagine which gets the order. A catalogue for selling a piano or an automobile, for instance, is valueless. The product must be seen in some way. On the other hand, there are far too many American catalogues in which the reading matter is only furnished in English, whereas it ought to be in five or six different languages and would be if a foreign house were getting it out.

In Japan, the American producer to-day, perhaps, meets with his greatest difficulties. In the first place, the import duties are very high as a result of the recent war. In the second place, the patent laws are conspicuous by their absence. Inasmuch as the Japs are good imitators, they are just as likely as not to reproduce any article which it would pay them to reproduce, before it has been upon their market many days.

It would be impossible to enumerate just what American products, not now sold abroad, could find a ready export market, because practically everything has its export opportunities somewhere. When it is known that, by the successful combination of efficient sales methods and an advertising appropriation which at its highest amounted to only \$3,000 annually, the well-known set of toys known as the Humpty-Dumpty Circus, put out by Shoenhut, of Philadelphia, managed to attain a sale amounting to \$50,000 a year in Germany, which is the very country where the largest proportion of wooden toys of that very type are manufactured, much doubt as to the opportunities for export trade in American goods is dispelled.

Do not be afraid of Minnesota and Dakotas this fall and winter.

Minnesota has made more than an average crop. So has South Dakota. Well, yes, North Dakota will not do as well, but then what of it? It is just one exception after a long series of years of heavy production and high prices for farm products.

There is lots of money among North Dakota farmers and they are not quitters.

Get after this profitable field right by using FARM, STOCK AND HOME, Minneapolis. The paper that brings the best results.

COMFORT

*The Key to Happiness and Success
in over a Million and a Quarter Homes*

DEVOTED TO ART, LITERATURE, PEACE AND THE HOME CIRCLE.

VOL. XXII
OCTOBER
•1910•

NO. 12
Published At
Augusta
• Maine •



Peace, Plenty and Prosperity in the abundance of the Harvest

OCTOBER COMFORT

our Special Harvest Number, will be welcomed in more than a million and a quarter homes where peace, plenty and prosperity reign as the result of

An Abundant Harvest and High Prices

Neither Wall Street flurries with the ups and downs of the stock market, nor industrial wars with strikes and lockouts, affect or interest COMFORT'S rural readers who rejoice in the conquest of nature with the comforting assurance of an ever increasing demand and rising prices for the products of their farms.

Consequently Comfort's Big Advertising Gain

Harvest COMFORT for October will put its advertisers next to the farmers and bring them a goodly share of the profits of the harvest.

October forms close September 15.
Apply through any reliable agency or send direct to

W. H. GANNETT, Pub., Inc.

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

Augusta, Maine

Chicago Office: 1835 Marquette Bldg.
FRANK H. THOMAS, Representative

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS
ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
HUMBOLDT BANK BLDG.
SAN FRANCISCO

THE LAST GASPS OF THE ILLEGITIMATE PRESS AGENT.

SOME DYING WIGGLES THAT GOT BY
THE EDITOR—THE MODERN DIS-
TINCTIONS IN JUDGING NEWS
—INJUSTICE TO ADVERTISERS A
FORCEFUL FACTOR — ROOSEVELT
SQUELCHES PRESS AGENT.

By M. B. Elwood.

In the day of the illegitimate press agent it is now about 4.30 p.m. It has slowly been getting to be time for him to close his door and post the sign, "Gone out of business, because the editors have got onto me." But like the snake that wiggles its tail till the sun goes down, there are yet a few signs of vitality left in him and he may be expected to rid his system of a few typical "wiggles," before his sands are completely run.

Indeed, if you watch sharp, you can see every now and then where the press agent has circumvented some city editor or managing editor by making a second-story, gum-shoe raid on the news columns.

MODERN DISTINCTION BETWEEN NEWS AND ADVERTISING.

In the eyes of newspaper managers it is a matter of plain justice to regular advertisers to keep the press agent out of their columns. It rarely occurs that a press agent yarn is published that the business office does not receive a 'phone call or an indignant letter of protest from some regular user of the advertising columns. It does not matter that the editor has been caught napping by the sly press agent. The damage is worked just the same.

For example. Two or three years ago the evening papers featured a wedding at one of the big New York hotels. At the last moment the bride made up her mind that she must be married to the strains of Mendelssohn's wedding march. The hotel manager was appealed to and he said: "That will be very easy. It happens that this hotel has sub-

scribed to the service of a telephone musical company. I'll order the selection and you shall have it at once." Then the story went on to narrate how the "service" was turned on, and the bride sailed into the port of matrimony to the desired tune.

The newspaper, of course, printed this because of its "human interest." But note what took place.

The next morning a salesman of a piano house, which advertised widely, reported to the office that he had lost a "live prospect" he had almost sold, because the latter had read the story of the telephone music service and had decided that he wanted something "up-to-date."

The concern that cooked up the published story had never advertised and moreover its equipment was mostly of the "mental" variety anyway. But the publication of the press agent's invention lost an order for an advertiser in the very paper that had printed the effusion.

This is only one actual instance showing how unfair a paper is to its paying advertisers to allow the press agent any favors whatever. In the old, loose sense, "news" was construed as anything of human interest. But any clever man can invest almost anything with this open sesame quality of "human interest," and the straightforward business concern which disdains to hire "clever" men to manufacture news,—preferring to pay for display space—are thus most unfairly and inconsistently discriminated against.

PRINTERS' INK has labored long and hard to impress newspapers with a sense of their responsibility in this respect. It believes that as a result the majority of the best newspapers understand clearly how important it is that they close the door absolutely in the face of the press agent who would gain publicity without paying for it.

As showing how much less the practice of printing press agent stories is than formerly, a city editor of a New York evening

paper said that where once there were ten attempts to steal news space, there was hardly one today. Press agents have learned that the newspapers have built up safeguards. Not only does the alert city editor now put each piece of information, from whatever source, to the acid test of "is it news?" but he also weighs the legitimacy of whatever advertising there may be in it. Moreover, he verifies "stories" that come unsolicited to his desk. Most good business managers have impressed upon their editors the necessity of dealing very cold-bloodedly with the press agent whose effort it is to "create" news where there exists none normally. Therefore, when an editor of a carefully edited paper does print a story carrying free advertising, it may be inferred that he was fooled—a thing that does not happen so very often. Nevertheless the prize of "free" publicity by "jimmying" the news columns continues to stimulate the press agent, and probably will as long as there is a flaw left in the editor's armor.

WHEN THEY DO GET ONE "OVER."

The raid is sometimes done with such stealth that one really has to forgive the city editor for not spotting the free advertising. There was the case of what looked like a ripping good "scoop" the other night, in New York. A reporter on one of the evening papers brought in a story that fairly sizzled with life. It appeared just when the discussion about the advance in the price of milk was warm. The story was published. It went to the length of a column sketching the inability of the New York health department to cope with the inrush of contaminated milk from the interior. The poor officials were represented as being awfully hard-working fellows, but, because they were too few in number, it took them weeks to follow a trail to the offender's door up the state somewhere, where a farmer was shipping his milk to the city independently. In the meantime, the news story vividly pictured,

the impure milk was getting in its deadly work upon the babies and upon other defenceless and trusting milk drinkers of the metropolis. The story fairly throbbed with indignation. After a reader in his home had thoroughly absorbed it, he was in a state most acutely to appreciate one advertisement, in the advertising columns, wherein was set forth how carefully one of the big milk companies safeguarded the supply and did everything that science and common sense could suggest to keep the milk from contamination.

The Big Stick smashed one press agent "stunt" all to smithereens. It leaked out that ex-president Roosevelt was soon to depart for the Pennsylvania coal mines to write upon working conditions he found there, for the *Outlook*. One automobile agent left a smoking trail to the Roosevelt sanctum and eagerly offered the Colonel a car free for the trip. The Colonel is pretty sharp himself in seeing efforts to use him as a chestnut-puller, but this time he was off his guard and gratefully accepted the courtesy. The elated automobile man then got busy with the 'phone and told the newspapers all about it. The reporters were sent to verify some of the statements made. They told the ex-president what the auto man had said.

The number of shorter and uglier terms that Mr. Roosevelt sent to the automobile agent is said to have burned the insulation off the wires in spots. He abruptly refused the use of the car and went on to make some reflections upon such methods to gain publicity. Says one grizzled press agent, "That auto man should have known he'd have to be a phenomenon to put one across on a publicity man like Teddy. All he succeeded in doing was to discredit himself and keep T. R. upon the front page, top right hand column, of the country's newspapers, as ever."

There is a publisher in Central New York who, unlike a good many other editors in the country

districts, is death on free publicity yarns and write-ups.

"If they get into the *Gleaner*," he once growled, as he threw a screed on steamship travel to the West Indies into the wastebasket, "they have got to pay advertising rates and take advertising position."

Two weeks ago there appeared in the *Gleaner* a two-column write-up, written in a style to interest rural readers, on the merit of concrete construction. The advantage of concrete over wood and brick was forcefully described. The farmer was worked up to the point of feeling that anything else than concrete was folly to build with. It looked so innocent, yet in the cement office the press agent (who knows not display) was grinningly measuring up the clippings and preparing a nice book of them to show how he was earning his juicy salary as a wizard and a genius.

A sales manager downtown in New York makes it part of his business to write articles for some export journals. The articles treat of country home problems in a manner that will interest South Americans. Woven through the description is a clever stimulant, artfully concealed, that leads the reader to write to the United States, asking the author where he can secure the apparatus figuring in his suggestions for the bettering of the country home. The "author" then writes the inquirer down as a live prospect and goes after him through the export houses or by letter and booklet. The sales manager confessed that he secured fully half of his foreign business in this way.

But sometime, very soon, this soft snap will begin to get harder as readers get "on," and when the publisher will come to his senses he'll swing the axe so quickly that it will hurt and then where will our very clever friend be? He has not familiarized his trade with his trade-mark and arguments in display, and he has to start back at the beginning, at a point long passed by the farsighted display advertisers.

26% Increase

By Sheer Merit

The Bookman, for the first 8 months of 1910, has increased its advertising 26% over the first 8 months of 1909; and 30% over the first 8 months of 1908.

The Bookman

is not new and untried, but advertisers are finding out that it is a magazine of progress; that it is growing in all its departments—Editorial, Circulation and Advertising; that it goes to

A Definite Class

which, by an examination of its text, they can figure out for themselves—a class which has those certain characteristics, which, when applied to a magazine circulation, spell

Quality

Quality means a whole lot of things, but when applied to the circulation of The Bookman it means, above all, a responsible, well-to-do and cultivated class of subscribers, as distinct from mere mass, where the chances of reaching persons of such qualifications are vague and speculative.

We should like to have an opportunity to prove the worth of The Bookman to you. Our advertising rate is moderate and right.

WILLIAM G. PRESTON

Manager of THE BOOKMAN.

Fourth Ave. and 30th St.,
New York, N. Y.

SOLICITORS AS COPY MEN, AND VICE VERSA.

NEED FOR MORE INTERCHANGE OF
FUNCTIONS TO SECURE HIGHEST
EFFICIENCY--SELLING KNOWLEDGE
OF WRITERS AND WRITING --
KNOWLEDGE OF SALESMEN NOT AS
MUCH CULTIVATED AS DESIRABLE.

By Irwin Spear,

With Mahin Advertising Agency,
Chicago.

In view of the increasing attention paid to the selling ability of copy and its more careful adaptation to selling conditions, it is interesting to take up the matter of the selling ability of the copy writer and the writing ability of the solicitor of advertising.

The following quotation from a letter which passed between two advertising men states the question rather vigorously:

"The principal object of copy is to sell goods, or induce inquiries or a retail demand. Fundamentally, this is the same as selling goods. The object is to produce a predetermined reaction in the mind of the reader. How many copy writers have ever sold goods? How many could if they tried? My theory on this subject is that every good copy writer must either have had experience selling goods, or should act as salesman at least one-fourth or one-fifth of his time. And this brings me to

"How many copy writers can turn out good stuff, grinding away at it from 9 a.m. to 5 p.m. and sometimes longer, in a humming, crowded business office, at a little 3x4 table. This may do for newspaper reporters whose work is ephemeral, but not for originators of matter that must stir others to the difficult point of opening their wallets.

"And woe! if these unfortunate copy writers do not grind enough copy grist every week to satisfy the man who puts the salary in the hopper, that each piece of copy averages in cost 'low enough per.' You will remember perhaps, Ralph Tilton was asked how many 'pieces of copy' an ad writer

could turn out a week. His reply was: 'If he is an ordinary man, perhaps five or six. If he is good, perhaps two or three. If he is extraordinary, perhaps one.'

"I think really effective copy writing is more difficult than face-to-face salesmanship. It is, in my opinion, the most difficult of all mind-influencing tasks. Yet, how do the salaries of agency copy writers compare with the salaries of agency solicitors? Perhaps the writers are not worth more than they get. But that is not the point. Big men can't be had for little compensation."

No one is in a better position to appreciate the truth of the foregoing statements than the copy writer himself.

Yet if you want to provoke an immediate and unsatisfied argument in any company of advertising men there is no easier and surer way to it than through the question, "Should not the copy writer be a salesman?" Or, we might reverse the question and ask with equal pertinency, "Should not the agency solicitor be a copy writer?" The premises here seem ever more logical.

Admitted that the man who pays the bills must be "catered to" in preparing copy, which writer is likely to get into the most direct touch with the proposition advertised, the writer who has his data gathered for him by a solicitor or the man who goes in and draws the necessary inspiration at original sources from personal contact with men, factory and facts, and, after making his own analysis from intimate first-hand knowledge, outlines and writes a campaign to fit conditions as he sees them to exist?

And which solicitor is in position to be of greatest service, he who lets another do the vital work of writing the campaign or he who works it out himself step by step, detail by detail, word for word?

The trouble to-day in the agency business is that there are not enough of the kind of men who can do this to go around. The average agency solicitor knows little about merchandising

problems. The retail world is to him a closed book. And his copy education is limited to a knowledge of "what the customer wants." As for writing copy himself, he could as easily fly.

On the other hand, how many of the men who are writing agency copy to-day could go to the president or before the directors of a large corporation and convince them that he had behind him an organization fully competent to take care of their advertising?

Paradoxical as it may seem, the man who can sell goods on paper is rarely a word-of-mouth salesman. And the word-of-mouth salesman even more seldom has the knack of writing. The ideal condition of every solicitor a copy writer and every copy writer a solicitor seems as far from realization as the millennium. The theory is sound but as David Harum might have said, "It's agin nature."

The Advertisers' Club, of Milwaukee, at a recent meeting voted to urge the establishment of courses in advertising instruction in the University of Wisconsin. A committee from the club has been appointed to confer with the university authorities.

The Kansas City Commercial Club is planning to raise \$100,000 toward the establishment of a permanent convention and publicity bureau. A special committee has been appointed, composed of F. W. Fleming, L. H. Firey, E. Wherrett, George Muehlebach, A. J. Becker, R. E. O'Malley and H. R. Ennis. E. M. Clendening and Justin A. Runyan, of the club, are ex-officio members.

The World Score Board Advertising Company has been incorporated to do a business at Chicago. Capital, \$100,000. Incorporators, Charles C. Kawin, David Kawin, Pincus Kawin, J. W. Norton and Joseph Simon.

Notwithstanding reports of short crop conditions in North Dakota, the *Fargo Forum*, issued on July 27th, probably the largest newspaper ever issued in the State of North Dakota, sixty pages, termed "Progress and Publicity," filled with interesting facts and statistics regarding Fargo.

Strong advertisements in moderate priced mediums pull more business than weak advertisements in high priced mediums.

I write for results. Advertisers below—and others in other lines—will tell how I succeed.

I want a few more accounts where the goods back up strong talk.

B. D'ELMO

MCCORMICK BUILDING, CHICAGO

Wrigley's Spearmint
Jap Rose Soap

"Big 10" Cleaner
Foulds' Milling Co.

City Fuel Co.
Allwin Go-Carts

THE YOUTH'S COMPANION



"For America and the Family."

¶ The Youth's Companion as a salesman has a record of increasing value year after year because the publication has never lost the approval of the American family.

¶ There are 50 national advertisers who have used The Companion from ten to forty-nine years.

*The Publishers Announce the
Autumn Number September 15th
Edition 550,000.*

PERRY MASON COMPANY

Publishers The Youth's Companion
BOSTON, MASS.

New York Office
910 Flatiron Building

Chicago Office
160 Michigan Boulevard



DEVELOPING EXACT KNOWLEDGE ABOUT ADVERTISING.

SOME FUNDAMENTAL TRUTHS
WORKED OUT IN ADVERTISING—
DATA THAT MIGHT BE GATHERED

By E. St. Elmo Lewis,
Advertising Manager, Burroughs Add-
ing Machine Co.

II

I believe in the law of nature back of advertising, for the same reason my opponents think they do not—by a very reasonable, rational, logical consideration of the evidence.

When I have discovered that most of the reasons why my opponents don't believe are untrue, or are explainable by simple scientific facts, I see also the whole tide of facts and thought and desire flowing against them, and I am content to go on my way towards a greater faith in the eternal rightness and future greatness of the work given me to do in the world of business.

Apply the philosophy of cost accounting to your advertising practice. No one will claim that all cost accounting is correct, or deny that some systems are but little better than guesswork of the most treacherous kind.

A successful advertising man should not be a freak—or touted as a circus white elephant, even if generally he isn't a white elephant, but a dull gray, slightly yellow—for advertising is a necessary corollary of the very existence of business and a successful advertising man should be a matter of course.

When we deal with human nature we are so prone to do so with a hopeless confusion of mind.

When we fix in our minds that Nature makes no leaps—that she never skips—that she acts in a rationally intelligible way by shortening processes, we'll get along better.

We used to have to depend on a lot of Don'ts for guidance in handling advertising.

Don't use long or technical words.

Don't use more than two faces of type.

Don't use all cap headlines.

But getting at the secret of good advertising by the Don't road is a good deal like telling a man what a horse is by showing him a cow—and saying: "Now a horse is an entirely different four-footed animal."

But those primitive and somewhat obvious rules all indicate the existence of an encouraging desire to know.

Our social and business activities have thrived under the law of evidence for many generations, yet that law is simply some of their experience with human nature reduced to rules laid down by judges who had to contend with human fallibility and roguery through those years.

Psychology and the sister sciences are to advertising and salesmanship what perspective and the law of colors are to painting—the law of harmonics to music—the laws of gravity and motion and hydraulics and electricity to engineering.

I shall lay it down as a law, without fear of successful contradiction, that no advertising can violate or ignore knowingly or unknowingly the laws of psychology, the principles of ethics, the laws of aesthetics and succeed.

It is a law of psychology that as soon as we are conscious of something we want to act—to accept or reject. The corner coupon is good psychology.

Psychology will show us the need of getting accurate data on the principles that govern attention, because we must have that before everything; it will give us the relative values of different colors in awakening attention; it will furnish the laws governing the association of ideas, so we may hitch our interests to our possible customer's; it will show us how to measure the force of habit against our suggestion to buy; what makes up the *consciousness of self*; how can we call into use the power of discrimination and comparison and to control it; how may we measure the power of the memory and its limitations;

how may we awaken the imagination and reckon with its variable quality in different classes. It will suggest the methods by which men are made to reason, what instincts are and how to make them help us—give us a survey of the field of the emotions—and will show us the office and limitation of the human will.

If you analyze your successes or those of another, after a season of study you will see where you have obeyed by natural impulse many of the principles you will discover through analysis and careful comparison and the testimony of expert investigators.

I venture to say if I were to take up the work of any firm spending from \$100,000 to \$300,000 a year in advertising that I should not find a coherent statement of the results, activities and their relative merits of its advertising. I should hardly find any such statement about their advertising as I should find about their producing end in their factory.

Ignorance is entirely to blame for this condition.

The advertiser frequently, the manager often, fights what he is pleased to call "red-tape," and he has one-half his expenditure, or more or less, thrown away, because neither he nor his manager can accurately tell anything about it.

Last year's advertising is the guide, for this—yours for mine—I do not care how much you do or what you sell.

For advertising experience properly analyzed will yield untold wealth to the man who pays.

Consider what the last ten years might do for us, if we could get answers to questions something like these:

1. What advertisers have come and gone in that time?

2. What was the average length of life?

3. What business *characteristics* were common to those who staid and to those that have gone?

a. Size of their ads?

b. Kind of copy?

c. Frequency of insertion?

d. Variations of position?

e. Seasons used?

f. Commodities advertised?

g. Kinds of mediums most frequently used?—and many other questions.

4. History of media that have fallen off in advertising patronizing?

5. Changes of style in advertising.

6. Growth in use of illustrations?

7. Financial history of advertisers?

8. Percentage of advertising failures to business failures?

9. Percentage of mail-order failures to failure of those handling goods through the jobbers and retailers?

Amplify these as you will.

It would be worth a thousand dollars to get a reliable report on the above.

No club or association such as this can hope to do such a work, but when business men realize that the inefficiency of this art of advertising is draining millions away from their business, they will endow a few chairs in advertising and not so many for the study of prehistoric apes. We will not concern ourselves with catchlines and copy analysis only.

Does it not re-inforce our well-grounded contention that to advertise all the time is absolutely necessary, when we find by the census reports that the national death rate is 17.4 per thousand and the national birth rate is 32.1 per thousand? In other words, seventeen out of every thousand people whom we have paid for to know of our business, annually die; while thirty-two people whom we have never educated into buying our product, come into the field. This constant dropping off of old friends from the top and coming in of strangers from the bottom means a constant change that life itself is making in your field, irrespective of the fact that the process of waiting on your friends to advertise you is the slowest one that life knows, and that out of eye is out of mind.

Believing, as I thoroughly do, in the honor and honesty of our publishers and agency proprietors, as a class, yet I know many ad-

LITTLE TALKS

NUMBER 7

With Wise Advertisers

We promised in previous talks that we would have something to say this week about the Master Mechanics in textile mills, but find that we must now defer that subject until a later date in order to consider a matter which is more important just now, and it is this:

We guarantee that the number of copies of the **AMERICAN WOOL AND COTTON REPORTER** printed and circulated is more than seven times as great per year as that of any monthly textile publication and more than three times as great as that of any weekly textile newspaper published in the city of New York; and that our collections from paid subscriptions per annum are more than four times as large as those of any weekly textile journal published in the city of New York.

This being true, the Advertising Managers who are spending their employers' money in the other textile publications indicated, and not in the **AMERICAN WOOL AND COTTON REPORTER**, are evidently misinformed. An Advertising Manager is a Trustee, and in selecting his mediums he should be governed by no other consideration than the quality and quantity of circulation of the publication which he selects. Of course the weekly and monthly textile publications which we have indicated above are the only textile publications in the world with which it is worth while for us to make the above comparisons.

It is hoped that this proposition will draw to a head the humors which have lain dormant in the trade newspaper advertising system during the past year or two.

American Wool and Cotton Reporter

FRANK P. BENNETT & CO., Inc., Publishers

BOSTON

NEW YORK

PHILADELPHIA

WASHINGTON



Brockton, Mass.

The Great Shoe City
of the World

Population, 55,000

Trolleys radiate to adjoining towns, making Brockton a trading center for 100,000 people. No License City. Highly intelligent population, earning good wages and reading more newspapers than in any other city of its size. Territory covered by the

Brockton Enterprise

(Evenings) now in its 31st year. Circulation 12,500. Flat ad rate 30 cts. per inch per day for any amount of space.

CONAN DOYLE'S

New Series of
Complete Stories
begins in the

September Number

OF THE

Strand Magazine

NOW READY

Of all Newsdealers 15 cents a copy,
\$1.50 year

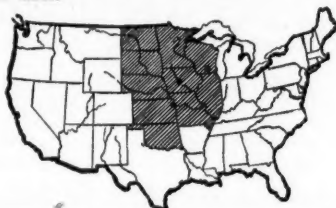
vertisers are to-day deeming it high time for themselves to get together, to get at the actual circumstances of publications; to find out not only that so many copies are circulated, but to require under the new conditions the exact figures of the circulation for each publication day—to know in what specific territories each is circulated; the classes of people that take it, and their occupations. We shall read these figures in the light of statistical information furnished by our decennial census, and learn how to use statistics—hardly one man in a hundred knows, but advertising men can learn.

Under the new arrangement we shall require something more from the advertising agency than a suave solicitor with a bag full of clever tricks. We shall get accurate information about the kind and quality of agency failures as well as their successes. Advertisers, when the scientific spirit enters into their conduct of advertising, will be glad to give this information just as they exchange credit information and ledger experiences. We shall then find out what kind of *agency service* pays, and what agencies furnish it. This method will not mean so much to the largest advertisers, but it will save a tremendous sum for those who think agency service is merely a matter of price. Under the scientific method of operation, the advertisers will organize into advertisers' associations—and they are the only part of the advertising world not organized, all the money getting is organized, but the money paying end goes on—paying. Such associations will have accountants who will investigate the service, the numbers in circulation and rates from publications or agencies.

Finally, it is just as allowable to investigate a bit of advertising as it is to investigate a machine, or an animal. There is no more need of discarding experience in the first case than in the second; the entire process consists in discovering, by numerous comparisons and progressive eliminations, traits common to all advertising, and, at the same time, distinctive

A CORRECTION

In a recent advertisement in this journal, two maps were by mistake transposed and **PIERCE'S FARM WEEKLIES** were represented as having circulation in states for which no claim for either of the three papers is made.



Where **PIERCE'S FARM WEEKLIES circulate—
Each in a separate territory.**

The actual territory covered by the three **PIERCE FARM WEEKLIES** is shown on this map. The area covered comprises less than one-sixth of the United States, yet in it is produced more than one-half of the agricultural wealth of the nation. The states, or parts thereof, covered by each paper, are as follows:

IOWA HOMESTEAD (Circulation 130,000)

Iowa, Illinois, Nebraska and South Dakota.

WISCONSIN FARMER (Circulation 70,000)

Wisconsin and Southern Minnesota.

FARMER AND STOCKMAN (Circulation 80,000)

Missouri, Kansas and Oklahoma.

TOTAL CIRCULATION, 280,000

The three papers taken together give the advertiser an opportunity to cover the ten best states of the Grain Belt with the three strongest papers therein at a small cost and without duplication.

PIERCE'S FARM WEEKLIES

The Iowa Homestead, Des Moines, Ia., Est. 1855.

The Wisconsin Farmer, Madison, Wis., Est. 1871.

The Farmer & Stockman, Kansas City, Mo., Est. 1877.

When writing address central office, Des Moines, Iowa.



traits by which all advertising is separated from other productions of the human mind.

We then will have our first foundation of facts on which to found a science that may withstand the test practice will put on it.

I am sure of the educated advertising manager in this propaganda. I am not so sure of the business man.

He generally asks, "Has it ever been done before?" For he feels constantly back for experiences, instead of forward for inspiration.

His is the "God of Things as They Are."

I ask him, however, to hold us down to no greater test of value than he exacts of any other of his daily activities.

In his office he cannot calculate to within fifteen per cent of how much business he can acceptably handle with ten or twelve clerks.

In his factory he cannot come within ten per cent of calculating the cost of a future year's product.

I have just as much objection to mere theorizing as the hard-headed, practical man, but there is a difference between theories, as there is between heads that are hard to theories and those that are hard all the way through.

On the other hand, we have the scientist who sometimes claims more than practice is willing to grant; on the other, the ignorant and intolerant man who disputes the just claims of the man of science.

I prefer to steer a middle course.

I wish to ask everyone to think on these things—to ultimately make a choice of which side you will serve.

On the one side is greater certainty of practice, greater honesty, higher ideals; on the other is the Devil and Dame Chance.

One says honor is the only honesty; the other, "honesty is the best policy," and cries *Caveat emptor*, when caught with the goods.

For the skeptic business man I shall paraphrase Pascal's famous formula:

"If there is nothing in this project but the theory of a dreamer, and there are no fundamental sciences back of the art of advertising, then I am in as good a position as you are; but, if I am right and you are wrong, then where do you get off in the near and far to come?"

* * *

I confess this interests and fascinates me.

Five years ago you would have laughed at the man who asked you to sit here and listen to an address like this.

You and I are not prepared to admit that it was merely a fit of absent-mindedness that produced the corner coupon.

We know there is a reason for it and that it works.

I have seen Iowa increase her corn crop with the aid of scientific theories—I have known the prospector of '49 to find gold and starve beside it until the scientist came along and coined millions out of the prospector's refuse heap; I have seen the scientific man take petroleum and create a monster trust; I have seen psychology shorten the school days fifty per cent; I have seen science unshackle the hands of art until the inspiration of silent souls found an adequate expression.

I believe in the existence of science back of my art of advertising, because I see it work.

It dovetails into my everyday philosophy of life.

It becomes a part of the things I know exist—as I know trees and air and doorknobs and faith, and love and religion and laughter exist—and that you are very kind to listen so attentively to what I have had to say.

I am not from Missouri—because I believe in a lot of things I can't see, feel, taste or hear—I do not believe in the man from Missouri, because he has no place in advertising until he has been educated enough to know proof when he sees it.

◆◆◆

The Foster Debevoise Company, general advertising agency, has moved to larger quarters at 15 West 38th street, New York.

NO ADVANCE IN RATES THIS YEAR

The Southern Ruralist

ATLANTA, GA.

has advanced its rates five times in the last six years. It has been compelled to do this on account of the rapid increase in circulation. No advance, however, will be made this year, not until 1911, anyway, and contracts may be made now at the present rate of 50c. per line for a full year in advance.

A minimum circulation of 125,000 is guaranteed each issue. You will also reach over

12,000 DEALERS

if your advertisement appears in the SOUTHERN RURALIST.

Let us send you a sample copy and tell you about it. The Paper will talk for itself.

SOUTHERN RURALIST CO., Atlanta, Ga.

Opening for an Agency Copy Writer

A man who can show not only the ability to write good, clear, forceful Consumer Copy and Dealer Copy, but that he has a clear understanding of the merchandising problems encountered by *national advertisers*.

A man whose experience qualifies him to clearly comprehend the campaign requirements of a new proposition in all of its details; who can at once see *what* to do in a given case and knows *how* to do it.

This is the chance for such a man to connect with the organization of an aggressive agency in which his talents will count for all they are worth.

Write fully, addressing

THE IRELAND ADVERTISING AGENCY
925 Chestnut Street, Philadelphia

ADVERTISING A DEALER-DISTRIBUTED SHOE TO FARMERS.

WESTERN FARM PAPERS USED—AGGRESSIVE DEALER WORK DONE—TWO OFFERS TO DEALERS FOR CO-OPERATIVE ADVERTISING.

Just why shoe manufacturers have practically ignored, up to this time, the immense farm market available through advertising, is hard to tell. Probably because most of the New England makers have not been able, temperamentally, to conceive that farmers had any use for patent leathers and fine shoes; and because Western shoe manufacturers have secured such good results through simple catalogue and circus stunt methods that they have prospered without the use of much vigorous argument in farm mediums.

At any rate, the situation is now changing and the same aggressive merchandising methods which have proved so successful in cities are now being applied to the rural districts. It is really commercially shameful the way the general stores in rural communities have been neglected. Until this year there has not even been published a trade paper for them—and they number 150,000!

C. Gotzian & Co., St. Paul, Minn., makers of the Gotzian shoe, are starting this fall an advertising campaign built on thoroughly modern lines of general farm advertising and efficient dealer co-operation.

The following farm papers have been scheduled for a September, October, November and December shoe campaign with a ringing appeal: *Twentieth Century Farmer*, Omaha; *The Farmer*, St. Paul; *Northwestern Agriculturist*, Minneapolis; *Dakota Farmer*, Aberdeen; *Iowa Homestead*, Des Moines; *Wisconsin Farmer*, Madison; *Wisconsin Agriculturist*, Racine; *Northwestern Stockman & Farmer*, Helena; *The Ranch*, Seattle; *Northwestern Farm and Home*, North Yakima; *Pacific Homestead*, Salem; *Denver Field & Farm*, Denver.

Eight inches by two columns will be used, and it is claimed that a total circulation of over a million will be reached. A house organ, called *Gotzian Shoe Prints*, is issued, and some good electros are furnished dealers who can be induced to advertise locally. A stickpin is offered in the farm ads to assist in drawing inquiries, which are then used upon dealers. A "direct to your customer" booklet campaign is being conducted,



Wear Them for "Nice"—Then for Everyday Use

It is good policy to have at least two pairs of shoes and wear each pair on alternate days. Two pairs worn this way will last as long as four pairs if each is used day after day till it is worn out. You can pursue this policy and save money if you buy our shoes.

Some fine shoes are good for only Sunday and dress-up wear.

But The Gotzian Shoe after it is too shabby for "nice" still keeps its shape and value and doesn't go to pieces under hard work.

One reason is this:—In making our shoes we leave in the lasts till they are finished. This lets the leather do its shrinking in the factory, not on the wearer's feet.

Next time ask your dealer for

The Gotzian Shoe

"IT'S LIKE YOUR FOOTPRINT"

Made for Men, Women & Children
St. Paul, Minn.

Send your name and your dealer's name and we will send you this booklet and a handsome reply booklet.

CLEAN-CUT COPY IN FARM PAPERS.

with two interesting offers to dealers. One is to mail copies of a booklet to lists of customers (dealers paying postage), the booklet containing not only the signature but the ad for the dealer, and a form letter mentioning the dealer by name to the customer and signed by the sales manager. The second offer is to pay the postage on this mailing provided the dealers agree to use at least six electros.

The Waco Advertisers League has been formed at Waco, Tex. About forty members have already joined.

KIMBALL'S DAIRY FARMER

AND THE

DAIRY GAZETTE

CONSOLIDATED

Circulation August 1st, 55,980

I have bought the Dairy Gazette of Lincoln, Nebraska, and consolidated it with KIMBALL'S DAIRY FARMER.

KIMBALL'S DAIRY FARMER is the only dairy paper of general circulation published west of the Mississippi river.

The dairy farmers are not milk peddlers, but big farmers, raising the best stock and farming in the most scientific and modern way. They are the live wires, the money fellows, selling cream every day and always having money.

There are many good general farm papers in this territory, but there is only one way to reach these nearly sixty thousand leaders—the cream of the country—and that is through their class paper—KIMBALL'S DAIRY FARMER.

It is not an ordinary farm paper going to ordinary farmers. It's the trade magazine of the richest class of farmers on earth. They need everything that any good farmer needs—and more; and they have the cash all the time.

Any honest investigation of KIMBALL'S DAIRY FARMER, its character and field, will give it a place on every high-class advertising list in the country.

Is it worth your while to investigate, or do you prefer to go on passing up these cream farmers in the belief that you are "already covering the field?" Better let me "show you."

Advertising rates: 5 cents an agate line; full page, \$150.

KIMBALL'S DAIRY FARMER

JOHN ANDREWS, Mgr.

WATERLOO, IOWA

The Daily Newspapers Of New England

particularly the local dailies in cities of less than 150,000, have great power in the moving of merchandise of all descriptions. They are papers of character as a rule possessing in a great degree the esteem and confidence of their readers.

These local dailies every day prove their worth to the local merchants as is instanced by the great volume of local advertising.

These papers can do much for you in marketing your product whether a medicine, a household necessity, wearing apparel or a luxury.

New Englanders have the money to buy what they want and the only way to reach them is through the New England local daily newspapers.

Lynn Item

New Bedford Standard
and Mercury

Waterbury Republican

New London Day

New Haven Register

Pawtucket Times

Worcester Gazette

Haverhill Gazette

Portland Express

Springfield Union

**"NUFASHOND" MAKERS OFFER
TO MAKE GOOD TO P. I.
CRITIC.**

POWERS & ARMSTRONG CO.
PHILADELPHIA, Aug. 20, 1910.

Editor of PRINTERS' INK:

When we read Charles Phelan's criticism on Nufashond Laces on page 67 of your August 11th issue we at once took up the matter with our client. Their attitude is so well expressed in a letter which they wrote to him that we felt sure you will see the justice of publishing a copy of their letter.

POWERS & ARMSTRONG.

THE NARROW FABRIC CO.
READING, PA., Aug. 18, 1910.

Dear Sir:—

Answering your criticism with reference to the imperfect pair of Nufashond Laces which you purchased, we wish to state that we, in common with the majority of human beings, are not infallible, and as we are dependent upon the services, good, bad and indifferent, of several hundred employees, we believe that you will admit that a slip sometimes must be inevitable.

Regarding the quality of our product we think we need only refer you to the fact that we have so much confidence in our goods that we are willing to guarantee every pair of laces which we manufacture, and we believe that the use of a little "horse sense" will suggest to the observer that if we were careless of the quality of our product we could not afford to issue this guarantee, which you have admitted is made good without a question. Furthermore, the excellent quality of our Nufashond laces has been fully attested by tens of thousands of satisfied users, and we are possessors of whole files of letters of commendation from those who have found the Nufashond Lace more than satisfactory.

We once saw an advertisement that read something like this: "If you are pleased with our goods, tell others; if not, tell us," and we can only express regret at your not having availed yourself of the opportunity of exercising that charity towards us that would have suggested taking the matter up with us before rushing into print.

We do not remember having had any correspondence with you with reference to the unsatisfactory laces, and presume that the guarantee was made good by your dealer, and through him by us. If not, we assure you that we shall esteem it a favor to be permitted to return to you the price paid for the unsatisfactory Nufashond Laces. We always welcome criticism, as it is the very best means of discovering our weaknesses, and helping us to correct them, and have made good use of your letter by circulating it among the employees through whose hands the Nufashond Laces pass, and trust that it will be productive of much good for the Nufashond cause.

We do not have any fear that our advertising campaign is going to prove a failure, as the initial period has proven a success far beyond our most sanguine hopes.

THE NARROW FABRIC COMPANY.

New Haven

Connecticut's
Largest City!

The Register

New Haven's
Best Paper!

The Register, selling for Two Cents a copy, notwithstanding one-cent competition, has the LARGEST as well as the BEST Circulation of any New Haven paper. It is

Connecticut's
Greatest
Classified Ad
Medium

Carries more Classified ads than any other paper in the State!
[Classified Rate, 1c word; 7 times, 5c.]
JULIUS MATHEWS, Representative.

See How Many of Your Papers Refuse to Carry Patent Medicine Ad- vertising.

This is the best index to the intelligence and enterprise of their readers.

Intelligent farmers do not patronize patent medicine quacks and fakirs, nor do they put confidence in the advertising columns of papers that carry such business—whether religious, agricultural or what not.

The
**PROGRESSIVE
FARMER** 
AND GAZETTE

Raleigh, N. C., and
Starkville, Miss.

not only refuses to run such advertising but has been the foremost American farm paper in exposing both the patent medicine and patent stock food frauds.

For Sale at \$25,000

A Trade Marked
Article which is ad-
mitted to be the best
of the kind on the
market.

Lack of capital
makes sale neces-
sary. Product is sold
through Druggists
and Grocers.

Full information
may be secured by
addressing.

"Manufacturer"
Care of Printers' Ink

A LITTLE PERSONAL VISIT TO A FARMER.

FIRST-HAND INSIGHT INTO FARM
CONDITIONS — MUCH GOODS ARE
BOUGHT OF DEALER AND NOT BY
MAIL — UNIQUE CO-OPERATIVE
DAIRYING IN WISCONSIN.

By G. Herbert Potter,

To the advertising man who is weary of selling space, or attempting to, and his associate who is stale from studying mediums and dickering for the purchase of space therein, the best antidote in the world is a trip to a farming section of the country.

Recently the writer had the pleasure of taking a trip through Wisconsin; from Madison to Mineral Point. This takes in the typical dairying section.

As an instance, we visited the farm of G. T. Nacc. The first stop at the house informed us that he was out with the men putting up wire fence. We drove some three-quarters of a mile to where he was with a nephew and a hired man, inspecting some trees and splendidly thick clover. He greeted us civilly and genially upon being informed that we had not come to sell anything. After awhile we all clambered aboard and drove toward the house.

We were introduced to a pleasant, happy-faced wife, who was playing with her attractive little girl, about five years of age, and then to a well-preserved grandmother.

The parlor was very comfortably supplied with modern furniture and opening off was the little girl's play-room, which contained an assortment of toys, the tasty wallpaper being almost covered with postcards, which the good-natured father had permitted the child to paste on herself, or as he said, "paper the room in her own way."

While sitting in the parlor waiting the call to dinner the writer inquired how each article in sight (and some that were not) was purchased. The hot air furnace, the sewing machine, cooking

stove, organ, or anything else inquired about had *not* been purchased by mail, but had been bought from the dealer in the nearest town. For two reasons; one, the fact that Mr. Nace had confidence in his fellow-townsmen—dealers whom he had known for many years; the other, that he had an opportunity to thoroughly look over what he intended purchasing, and be sure that it had all the qualities desired. The price evidently did not enter so much into it, as he was not looking so much to get a cheap price as quality goods. These same features held true in pretty much every home we visited.

Then came the dinner; almost all the food, the chicken, milk, vegetables, etc., was the product of the farm. But such good eating—description fails. Just give some Washburn-Crosby Gold Medal to the farm wife and you will get real BREAD. As for entertainment, there was the phonograph, games and reading matter.

BUSINESSLIKE CO-OPERATIVE PLAN.

That the easy living of these dairy farmers may be better appreciated, a description of their unique co-operative methods will be interesting.

First of all, they raise practically all of the feed for their cattle. Then the milk is taken to the co-operative creameries, where the cream, if not manufactured into butter, is sold at market prices, the farmer receiving back the skim milk and feeding it to his hogs, in this way being paid for that skim milk in the price of his hog meat. Where the creamery makes butter, they charge the farmer 2 1-2 cents for the making, and get about 3-8 of a cent better than Elgin price (which is the standard for the country), because of shipping the butter in print form. In this case also the farmer gets back his skim milk.

The farmers own the creameries; no farmer is permitted to own more than four shares, but there are many farmers that patronize the creameries; that is, send in their milk, who are not stockholders. The dairies pay a

The One Paper of the Largest City in the State of Maine!

Able edited—enterprising in news-gathering. Largest and best mechanical equipment. The

Portland, Me. Evening Express

is Pre-eminent in its field!

The Best Newspaper.

Carries most advertising of all kinds, Local, Foreign and Classified. More Classified than any other Maine paper.

Read by **MORE** than **THREE TIMES** as many people as any other Portland paper!

JULIUS MATHEWS, Representative.

Bound Volumes of Printers' Ink for 1910

THE information contained in a year's issues of **PRINTERS' INK** is a mine of valuable data for reference, and is well worth keeping. For this reason we will have a limited number of sets for 1910 made up—13 copies to a volume—durably and handsomely bound in board and cloth, with gold lettering.

Send us your order now, before the supply is exhausted. The set of four sent prepaid to any address upon receipt of \$8.00.

Printers' Ink Pub. Co.
12 West 31st Street, New York

dividend on the stock, varying from 10 to 60 and 70 per cent, the average being about 50 per cent.

There are a few co-operative cheese factories in the neighborhood. The farmers get back from here the whey, instead of skim milk.

In the neighborhood is also a co-operative store owned by the farmers, which, besides giving them 4 per cent discount on town prices, returns 8 per cent dividend at the end of the year.

From the above it can be readily seen that the farmers by organization and co-operation can be very independent and in a position to get the most for their product and have the ready money with which to buy all the comforts and luxuries that they may desire.

The reading matter in these dairy homes was, first and foremost, the farm papers, which, by the way, *they all said they read during the summer*. This has been a much-disputed point, but it may be written down as a finality that the farmer does read his farm paper during the summer months, and reads it carefully. There were magazines in some farm-homes we visited, not many.

DEALER IGNORANCE AND CO-OPERATION.

CURRIE-MCGRAW COMPANY,
Wholesale Grocers.

MEMPHIS, TENN., Aug. 2, 1910.

Editor of PRINTERS' INK:

Last month we conducted a little contest through the medium of our price current, *The Grocery Magnet*, offering a prize for the best letter on the fixed price plan, either favoring or disproving it.

Receiving only a few responses the first week, when similar contests had formerly brought dozens of them by every mail, we instructed our traveling salesmen to ascertain the cause for the seeming lack of interest among our customers (numbering about 3,000) in a question which has a direct bearing on their business welfare. Careful inquiries developed the fact that nearly all the retail grocers in this territory had very hazy ideas on the subject, having never given it any thought, although at least 95 per cent of them opposed fixed prices on the grounds that such a plan deprived the dealer of his independence.

Among a good many letters finally received after our salesmen had stirred

up a little interest in the contest, there was only one favoring fixed prices and we revised that letter for publication in this month's *Grocery Magnet*, a copy of which is being mailed to you under separate cover. The latter, however, expresses mostly our own ideas.

The result of this little contest fully convinces us that the great majority of retail merchants do not understand the true relationship that should exist between the manufacturer and the dealer, nor do they appreciate the importance and the advantages of co-operation. The manufacturer can do much to further his own interest by convincing the dealer that his boasted independence is only imaginary and that his disregard of fixed prices encourages the chain store idea, which is a menace to his future business and may result eventually in his undoing.

While we have no remedy to suggest, it strikes us that the dealer should be made in some way to realize that he, like the jobber, is a distributor, but undoubtedly has a right to say that he will distribute only such manufactured products as he may desire and on such conditions imposed by the manufacturer as may be acceptable to him. This is the extent of a distributor's independence and the quicker he finds it out the better it will be for all concerned.

E. A. MOORE,
Sec'y & Treas.

HOW "PRINTERS' INK" FINDS JOBS FOR MANY.

INTERNATIONAL CORRESPONDENCE
SCHOOLS.

Principal, School of Advertising.
SCRANTON, Aug. 16, 1910.

Editor of PRINTERS' INK:

If you would correspond with some of those who use your classified columns in advertising their services I believe you would run across some experiences that would be first-class demonstrations of the value of the classified department. I don't know, of course, whether you could get permission to publish the names and addresses, but I can give you the names of several of the students of our school who have lately secured good jobs through inexpensive advertisements in PRINTERS' INK. In fact, we deem this subject of such importance (the weakness of most advertising men in writing an advertising of their own service being recognized) that one of the final problems we give the student is the writing of an advertisement of his own service for a publication such as PRINTERS' INK.

S. ROLAND HALL.

Fuller & Smith, advertising agents, Cleveland, have moved to larger quarters in the Engineers' Building. The agency was started two and a half years ago, and now handles twenty-six accounts, including Ohio Motor Car Company, Beaver Company (Beaverboard), American Multigraph Sales Company, American Fork & Hoe Company, Cleveland Trust Company, etc.

TWO SUNS OF SAME ISSUE EQUAL TWINS.

There is an old story being revived about the man who had a considerable reputation as a wit and who was heard to approach a newsdealer at his corner stand and seriously ask for "Twins."

The dealer was naturally nonplussed and stammered out an inquiry as to what the man wanted. "Why, simple enough," came the reply. "Can't you see I want two copies of this morning's *Sun*—two sons of the same issue?"

O wow! Andrew Carnegie is going to run a newspaper! What a man for hunting trouble.—*Boston Globe*.

He is not looking for trouble. Just bent on dying poor.—*New York Herald*.

During the first week in August a large party of Houston, Tex., leading business men started on a special "boost" train on an eighteen-day tour of Eastern states and leading cities, visiting St. Louis, Indianapolis, Cincinnati, Pittsburg, Harrisburg, Washington, Philadelphia, Atlantic City, New York, Boston, Worcester, Amsterdam, Syracuse, Rochester, Buffalo, Niagara Falls, Toronto, Cleveland, Chicago, Tri-Cities, Quincy, Kansas City, Topeka and a score or so of other points.

It is planned to spend the first Sunday and a part of the following Monday in Pittsburg, the second Sunday in Toronto and the third Sunday at home, full days being spent in St. Louis, Pittsburg, New York, Boston and Chicago.

Houston will be boomed as "The Star of the Lone Star State."

The new advertising agency to be known as Dudley Walker & Co. has been established in Chicago instead of in Alton, Ill., as was stated in *PRINTERS' INK* recently.

At a recent meeting the San Francisco Advertising Men's Association decided to change its name to the Advertising Association of San Francisco, and articles of incorporation have been filed with the Secretary of State. The new association will meet regularly once a week and hold a special meeting once a month.

John Wanamaker has instituted still another innovation in the form of wireless telegraphy service at his establishments in New York and Philadelphia for the benefit of his patrons, who are now able to communicate with friends at sea on board steamships equipped with Marconi apparatus in this way.

A New England Paper of Power in its Community!

The Worcester Mass. Gazette

is known to stand for the City's best interests.

Respected by and holding the full Confidence of Worcester's people.

All Classes read it — and BELIEVE IN IT!

Largest Evening Circulation of any paper in Central or Western Massachusetts.

JULIUS MATHEWS, Representative

A Circulation of 35,000

among people who are deeply interested in the specific mission of the periodical is worth more to the advertiser than an enormous circulation of miscellaneous character.

Gleanings in Bee Culture

is subscribed for by professional and business men and workmen, artisans, farmers and others who raise bees for both pleasure and profit. It enables the advertiser to reach these progressive people with the maximum of efficiency at the minimum of cost.

The A. I. ROOT CO.
MEDINA — — — — OHIO

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. ROBERT C. MEHAFFEY, Mgr.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

JOHN IRVING ROMER, Editor.

J. GEORGE FREDERICK, Managing Editor.

New York, August 25, 1910.

Amounts Spent for Advertising

PRINTERS' INK is constantly being asked to make estimates of the amount of money spent in advertising in this country. The other day a Western man *wired* for such information. Whether it was to decide a bet or persuade an incipient advertiser PRINTERS' INK does not know. But it is certain that there is constantly widespread speculation regarding it.

Any figures compiled, no matter by how high an authority, can only be shrewd guesses, due to the amazing diversity of advertising expenditure and the multitude of the spenders. It is safe to say that no business concern in the country fails in the course of a year to charge up *something* to advertising, in one form or another; and it is usually apt to be a considerable amount, even among those who are not known as advertisers.

However, making use of the best available sources of information, and supplying its own estimates from its own special knowledge of the business, PRINTERS' INK is able to print herewith

a fairly conservatively figured table of average yearly advertising expenditure:

Newspaper advertising (retail and general).....	\$250,000,000
Direct mail advertising (circulars, form letters, etc.)	100,000,000
Magazine advertising.....	60,000,000
Farm and mail order advertising	75,000,000
Novelty advertising	30,000,000
Billposting	30,000,000
Outdoor (electric sign, painted sign, etc.).....	25,000,000
Demonstration and sampling	18,000,000
Street car advertising.....	10,000,000
House organs, etc.....	7,000,000
Distributing	6,000,000
Theatre programme, curtain and miscellaneous.....	5,000,000

Grand total.....\$616,000,000

Some fearless ones have estimated that a billion dollars is spent in advertising. Probably there is, if the definition of advertising is expanded generously to include many sorts of "publicity" enterprise and semi-sales, semi-advertising work done personally.

But the above figures, while not likely to be absolutely correct, will approximate pretty closely. Their significance does not lie in the size of the totals, but in the results obtained through them. It is probable that this expenditure represents scarcely two per cent of the sales volume of the concerns making the expenditure.

Legal Recognition of Good Will

"Good will" as a tangible asset is steadily becoming more substantially recognized. It needed some courage in times past to talk of good will, for it seemed a rather shadowy thing to line up on the balance-sheet. Advertising has, however, given it a definiteness and a measurable value which now increasingly figures in the courts, and in the financial statements of large corporations.

Some time ago, in a decision against labor organizations and for Buck's Stove and Range Company of St. Louis, Justice Wright made some interesting references to good will:

A business, be it mercantile, manufacturing or other, which has for a long time been successfully operated

and developed, possesses a greater value than a like business newly launched, although the latter be exactly equivalent in respect of stock, equipment, monies and all other physical possessions; the basis of the excess in value of the one over the other is termed the "good will"; it is the advantage which exists in established trade relations with not only habitual customers but with the trading public generally; the advantage of an established public repute for punctuality in dealing, or superior excellence of goods or product; finally, in last analysis, a "good will," when it exists, is one return for the expenditure of time, money, energy and effort, in development; it is a thing of value in the sense that it is a subject of bargain and sale; oftentimes of a value which exceeds that of all physical assets taken together; in that it may possess exchange value, it may be "property"; when it does possess "exchange value," property it is.

Because of all the strong emphasis of the past decade upon "making advertising sell goods to-day" much of the real value of printer's ink has been overlooked. The shifting of emphasis from "general publicity" to immediate sales and inquiries was entirely justified, but it did not alter the fact that general publicity alone is a most substantial savings bank account, drawing compound interest.

Johnson on Price Maintenance

That the whole problem of price maintenance has now simmered down to a legal proposition and "the economic mind" of the Supreme Court is becoming pretty well understood.

The recent indictment of the "bathtub trust" and the evidences of activity on the part of the Government regarding the matter of protected prices, all indicate that a welcome clarifying of the situation is not far off.

At the recent banquet of the National Association of Talking Machine Jobbers a paper by Eldridge R. Johnson, president of the Victor Talking Machine Company, was read. Among other things, he said:

Our method of doing business is almost as new as our business. The doctrine of reasonable prices and of maintained prices is one that will win and come triumphantly out of the world of confusion created by the efforts of the Federal Government to regulate the quarrels between great concentrated business interests and great aggregations of independent business in-

terests. Big results are forming themselves into tangible shapes midst the fermentation of the great business questions of to-day.

While the Victor Talking Machine Company strives to improve its business methods, as well as its goods, we will make no radical change in the method of marketing our goods. We have the courage of our convictions and the honesty of purpose to keep us fair to the system and square to the merchants that are distributing the goods for us to the public. This system, to which a price maintenance is necessary, is not based entirely on patents; but if it was, we have the patents to keep things going for quite a while.

The Berliner patent expires in February, 1912. Some profess to think sooner. We do not think so, and will fight to the limit in the matter of backing up our opinions in this respect. At any rate, we do not depend on this particular patent for our patent protection, or for price maintenance.

In view of the comment upon patent price maintenance made in last week's issue by a Washington attorney, and in view of the fact that the Victor company is one of the most remarkably strict maintainers of price in the mercantile world, it is important to weigh these words.

The assertion that the Victor price protection policy is not based on patents alone voices the belief and the hope now so widely felt that a proper conception of trade stability will temper the decision of our court of last resort and create a broad ruling fair to both consumer and maker.

Farmers and Advertising Pages

It is undeniably true that there are few if any classes of media besides farm papers between whom and their subscribers there is so excellent a spirit of confidence — including advertising pages. The idea of guaranteeing advertising appearing in publications originated with farm papers, and no class of publications more jealously guards its reputation in this respect.

As a still further cementing of right relationships between reader and advertiser, a few farm papers print "talks to subscribers" on the subject of advertising. The *Farmer's Tribune*, Sioux City, Ia., for instance, is publishing an especially good series, with such

headings as "The Cost of Advertising," "Reasons for Buying Advertised Goods," "Talent Employed in Preparation of Ads," "Advertising as a Public Economy," etc.

It is scarcely to be wondered that rural advertising is to-day the absorbing object of study and experiment among general advertisers, when for more years than some of our best-known magazines have existed, the farm papers have developed trust in advertising columns.

Uplifting Patent Medicine Selling

Only those close to the trade know how great are the changes of the past decade in the matter of patent medicines. Once ubiquitous, they have now been ostracised from pillar to post almost as a class, with little regard to distinctions.

Their riotous growth and frequent harmful nature have set the face of medical men sharply against them, and what is more vital, have, through their influence on the trade, prevented a great many splendid proprietary preparations from going to the consumer.

It is therefore very gratifying to learn of the notable action just taken in Philadelphia by the local druggists affiliated with the Retail Druggists' Association. Urged on to action by the head of the mortality bureau of the Philadelphia board of health and by others, eleven hundred druggists there have determined to bar the indiscriminate sale over their counters of doped soothing syrups and like patent medicines which contain high percentages of alcohol, morphine and cocaine, thus making them highly dangerous for consumption by adults, let alone children and infants.

A long list of the patented medicines which come under this ban is made public. It contains such names as: Mrs. Winslow's Soothing Syrup, Children's Comfort, Victor Infant Relief, Koop's Baby's Friend, Jadway's Elixir for Infants, Hooper's Anodyne, etc.

This action offers undeniable

evidence of the fact that the retailers of at least one locality have awakened to a true sense of their personal responsibility in the goods they handle. It shows, too, that eleven hundred have come to appreciate that they are undermining their own reputations, to say nothing of their consciences, as long as they handle such irresponsible goods. There can be little or no question as to their sincerity in the matter, inasmuch as they have voted to expel from membership any druggist caught selling such preparations in the future without a physician's order to that effect.

If the patent medicine trade is to continue to be a highly profitable part of a druggist's business, as in the past, co-operation for such ends is very necessary. Similar ostracism on the part of advertising mediums is just as vital.

Lowering Rates an Innovation

One hears of plenty of rate card revisions upward, but a revision downward is a novelty. *Human Life* has issued a very frank statement explaining that it has not been able to maintain a circulation of 200,000 of the kind it wants, and that it is consequently reducing its rate twenty-five per cent. The circulation history of the paper is discussed.

There is no doubt that a publication which is just as prompt and frank to bulletin loss as well as gain in circulation to advertising men will get more credit, because of the unfrequency of such action, than it will get discredited.

More than one publication which has obtained a boom circulation from some editorial or circulation spurt has not been able to maintain the high-water mark figures; but while still charging high-water mark rates keep silent about contraction in circulation.

It is absurd to suppose that advertising men whose wits have been sharpened by long experience in buying will not divine such conditions and, humanly, be even more suspicious than true facts might warrant. *Human Life's* way is better.

Put Your Postage Money in the Bank

Quit paying all that coin sending circular letters to homes. For half the cost of *MAILING* one of these letters to each home, you can reach 325,000 subscribers of

The Woman's National Daily

with 100 lines for 52 weeks. Your business proposition will sink deep.

Think of a great club with 1,000 local chapters—a great correspondence college—members reaching way up in the thousands.

The Woman's National Daily is the mouthpiece of such an organization—*The American Woman's League*. Each member is a booster for the daily and for you. Now is the time to start your campaign. Your food product or whatever you sell will reap the harvest.

A mighty interesting booklet of the League, "Nothing Like it in the World" is free if you want it. Show it to your wife.

The Lewis Publishing Company

CAL. J. MCCARTHY, Advertising Manager
UNIVERSITY CITY

ST. LOUIS, MO.

Chicago Office
First National Bank Building

New York Office
Flat Iron Building

ADVERTISING'S LATEST CURIOSITY—PAWNBROK- ING BY MAIL.

CAMPAIGN IN NATIONAL MEDIUMS
STARTED BY PITTSBURG FIRM
WHICH HAS USED NEWSPAPERS
LOCALLY FOR YEARS—HOW IT IS
BEING DONE.

By F. E. Ruslander.

Advertising Manager, Real Estate Trust
Co., Pittsburgh.

Since commerce began, and men lived by means other than gathering the cocoanut and date, the sign of the three balls has been an important factor of business; but it remains for a Pittsburgh pawnbroker to so systematize his activities that money lending could be conducted by mail, and to enter into a general advertising campaign.

In the May number of the *Popular Magazine* appeared a full page announcement, prepared by H. W. Kastor & Sons, telling of the new departure—that Joseph DeRoy & Sons are now prepared to loan money on pledges by mail, and in particular to sell unredeemed pledges, for cash only, and backed by a guarantee of "money back if you want it." This advertisement is the forerunner of a general campaign in which many of the larger "national" magazines will be used.

Mr. A. DeRoy, general manager of the firm, has a few definite ideas on advertising his business, some of which are as follows:

"We have been in business in Pittsburgh for over 60 years, always in the same location, and always in the loan and jewelry business. We were one of the first firms here to take up street car advertising, and, for eight years have had our card in every car. It costs about \$5,000 a year, and while we cannot trace direct results, yet the name 'DeRoy' is immediately brought to mind when one speaks of a loan in this city. We have used the classified columns of the daily papers for fifteen years, never missing an is-

sue, and on Sunday we always use a column describing certain articles we wish to sell at once. We have also used the classified section of the magazines, advertising our "lending by mail" scheme, but were not prepared to force it. Now we are ready.

"Our plan is simple. We have a certain proportion of unredeemed pledges, a proportion we have worked out as life insurance statistics are calculated, and we can sell these at about 50 per cent less than the installment houses ask, and 25 per cent cheaper than the retail store must secure. We must sell for cash only, and this is the difficulty. We advertise money back, but it may not be believed at first, although we will refund without question. With each article sold goes a statement of the amount we will lend on it at any time, and an absolute guarantee of quality, and if it is a diamond, a complete description. But we must provide for the sale by continually securing new pledges, and this we will attempt to do by mail.

"We send a booklet telling how to borrow, require a statement that the borrower is of age and holds full title to the goods, and then send a money order. No criminal will take a chance with a money order, and in the two years we have been doing foreign business we have never had any difficulty.

"We are game to stick, and will spend as much money as our agents believe justified. Of course full page copy is expensive and we hope to cut down on space in the near future, but until the public realizes that we do conduct a strictly legitimate money lending and jewelry selling business by mail, we will not spare any expense.

"We want the name of Joseph DeRoy & Sons to represent to the mail-order jewelry trade and money borrowers what ivory means to the soap user. So far as we know, no pawnbroker has ever attempted to put his business on a national basis before, and we are willing to make the experiment."

What Do You Know About the Paper You Buy for Business Stationery?



The "Eagle A"

will appear as a part of the Watermark of the following Bond Papers:

COUPON BOND
DEBENTURE BOND
GOVERNMENT BOND 1900
DEBENTURE BOND
Old Hempstead Bond
CONTRACT BOND
Rival Bond
STANDARD BOND
Bankers Bond
VICTORY BOND
ROMAN BOND
ARCHIVE BOND
FABRIC BOND
UNIVERSAL BOND
JAPAN BOND
PERSIAN BOND
AGAWAM BOND
REVENUE BOND
HICKORY BOND
DERBY BOND
MAGNA CHARTA BOND



THE IMPERIAL BOND

DUNDEE BOND.

SECURITY TRUST BOND
QUALITY BOND

Brokers Bond
TACONIC LINEN BOND
CONSOLS BOND
DE FERE BOND
TUNNIS BOND
WISCONSIN BOND
HERALD BOND
AMERICAN BOND

Heretofore, you have bought paper solely on faith. You have often paid more than the quality warranted, because you had no guide—no index. Only practical paper-buyers could determine paper quality.

But *now*, for your guidance—that you may eliminate all guess work, that you may know positively that you are getting the exact equivalent in paper quality for the price you pay, all Bond, Linen and Ledger Papers of 100% value are watermarked with the "Eagle A."

Any Paper with the "Eagle A" watermark is the best paper at its price. Make sure that the "Eagle A" appears on all papers you use. Avail yourself of this protection—this certain guide to paper quality.



COUPON BOND

THE DE LUXE BUSINESS PAPER

illustrates what this quality-guarantee means to YOU. It is a strong, clean, clear paper that prints, lithographs and die-stamps perfectly, because 100% of the best paper quality is there.

"We have to take our 'hats off' to COUPON BOND, as it stands in a class by itself. We would not be without it, now that we have become acquainted with its merits."
—BRISCO MFG. CO., Newark, N. J.

Write for samples of COUPON BOND showing printed, lithographed and die-stamped forms. With them we will also send you samples of Berkshire Text, a perfect paper for fine booklet work.

AMERICAN WRITING PAPER COMPANY
23 MAIN STREET HOLYOKE, MASS.

Largest Manufacturers of Commercial Paper in the World. 29 Mills.

You are Missing 28 per cent. of Your Possible Public in Illinois—23 per cent. in New York—22 per cent. in Pennsylvania

ONE sixth of the entire population of the United States is foreign-born and does not read your advertisements printed in English.

Your foreign-born American is the finest good-will customer in the world.

His eagerness for better and better goods is the constant marvel of the man who has accepted the ignorant assertion that "the foreigner's standard of living is low."

But you've got to make him feel at home with your product by telling him about it in his mother-tongue.

Efficient translating work is done by the Translating Bureau of the American Association of Foreign-Language Newspapers—a staff of competent men who put the story of your product into the vernacular of the 24 languages represented in the Association list.

For advice on merchandising in the foreign-language field—and information as to the 321 representative newspapers in the American Association list—address

Louis N. Hammerling
President

**American Association of Foreign-
Language Newspapers**
World Building, New York

if serious inroads can be made upon the Colgate or the Williams sales, unless good quality is educationally advertised on its merits. It will take a long campaign of thorough-going advertising to rout established national brands in favor of local brands, for the consumer puts a limit upon his community patriotism.

HOW GRAND RAPIDS AND ROCHESTER ARE WORKING.

Grand Rapids scored when it originated its trade-mark for goods made in that town. It is shown herewith. In a competition eighty-two designs were submitted and the one by E. V. Olander was selected. It is believed that it will look as well in colors as in black and white. It is expected that this trade-mark



THE TRADE-MARK WHICH GRAND RAPIDS, MICH., HAS ADOPTED.

will shortly appear upon all the products of manufacturers in that city.

"The Home Industry League of California" will be the wording on the label of goods produced in San Francisco and other California cities if the present plans of the league do not miscarry. Some prominent business and advertising men are working with the association to boost locally manufactured products which have been suffering much from Eastern competition.

It could not be expected that the West would monopolize all city industrial enterprise. Roch-

ester, N. Y., has just issued *Made in Rochester*, a monthly magazine now being started. This is published in the interests of the commerce of the city. It is a twenty-five page magazine, the object of which, to quote from the foreword, "is to make known the vast resources of the city of Rochester."

It is stated that the magazine will be distributed over the entire globe, among consuls, trade organizations, buyers, responsible foreign representatives and merchants; and among jobbers, merchants and trade organizations in the United States.

The genuine interest of a carefully edited "city organ" cannot be disputed. The ambition to make the most of its attractions and to make this "most" even more is apt to influence outside manufacturers in Rochester's favor. "Made in Rochester" begins helpfully. Its suggestions are worth while. For the benefit of Rochester manufacturers there is an extended list of foreign trade opportunities all over the world. A list of leading manufacturers, merchants and jobbers of the city, together with articles in which they deal, is supplied for the use of foreign buyers. The names of the articles are printed in both English and Spanish. Some of the advertisements in the issue are also printed in both languages.

A NEW STATE BEGINS WELL.

Now that New Mexico has become a state, the New Mexico Publicity Association is striking while the popular interest in the state is hot. Perhaps some of that interest is in a degree hostile. Many readers of newspapers have been led to believe that there was "nothing much" to New Mexico. With a desire to place the merits of the state forcefully before the country, advertisements describing the resources and opportunities there have been appearing in such magazines as the *Cosmopolitan* and *Everybody's* and in the following papers: *Kansas City Star* and *Times*, *St. Louis Republic*, *Chi-*

cago Tribune, Register and Leader, Des Moines, Iowa; Omaha Bee, Toledo Blade, Farmer and Stockman, Kansas City; Iowa Homestead, Des Moines; Wisconsin Farmer, Madison; Ohio Farmer, Cleveland; Michigan Farmer, Detroit; Breeder's Gazette, Chicago; Fruit Grower, St. Joseph, Mo.; Wallaces' Farmer, Des Moines; Twentieth Century Farmer, Omaha; National Irrigation Journal, Chicago; Missouri Valley Farmer, Topeka; Mail and Breese, Topeka; Nebraska Farm Journal, Omaha; Topeka Weekly Capital; Farm Progress, St. Louis, and others.

The city daily and the commercial club may act together with telling effect, if some merchant or journalist happens to have a bright idea. Through the instrumentality of E. C. Bickel, secretary of the Elkhart Industrial Association, the *Daily Review* of that city issued a "Made in Elkhart" edition. This was mailed to a large list of names in the hands of the commercial association. It is, at least, an evidence that this Indiana city is not afraid to take stock of itself and to make the results known as far and widely as possible. There were thirty-eight pages in this issue, which was printed in colors. Half-tones of streets, prominent buildings, stores and its shipping outlets were thrown in liberally. One article shows "Why Elkhart Is a Great Manufacturing City." Facts are printed about the schools, about the rise of the various industries, about the careers of its substantial citizens, about its desirability, in short, as a place for a manufacturer to settle down permanently.

Usually the Arkansan in fiction has been a bushwhacker type, living in a cabin by the river under the hill, and lazing his days away with fishing rod or gun.

But of late the business men of that state have been joining hands to promulgate another and more valuable knowledge of Arkansas. Paid advertising has been appearing at times in the magazines, describing the resources of the state and its



"The Breeder's Gazette is the Farmer's Greatest Paper."

—W. A. HENRY,
America's Foremost
Agricultural Educator.

The Gazette is mailed to bona-fide subscribers only, and at a higher subscription rate than that maintained by any other weekly farm publication.

It goes into more than 80,000 of the best farm homes every week, and we can supply abundant testimony that it is read with interest by every member of the family.

The Gazette is purely a business paper for an intelligent and well-to-do class of people living in country homes.

It carries more advertising at its published rate than any paper of its class in the world. Established in 1881, it has for years presented an annual increased amount of high-class business announcements.

Rate 50c. an agate line flat. No discounts for time or space. For any further particulars consult reliable advertising agents everywhere or address

THE BREEDER'S GAZETTE
358 Dearborn Street Chicago
Member Standard Farm Papers Association.

Advertising Manager

Would you like to meet one who is young in years but has had 11 years experience with large manufacturers of machinery and mechanical goods. At present with a prominent engineering concern, but desires to make a change. My experience embraces designing, writing and placing of copy, preparation of articles with trade papers, catalogs, booklets, follow-up letters and other printing matter. I can demonstrate my ability to produce absolutely distinctive results. Address, "AMBITIOUS," care of Printers' Ink.

AT THE NATIONAL CAPITAL.

The **STAR** covers WASHINGTON from an advertiser's viewpoint as no other city is covered by a single newspaper.

About everyone who reads at all reads The **STAR**.

Midsummer Gains

During July, 1910

The Chicago Record-Herald

GAINED OVER

97 Columns

of advertising over July, 1909, the twenty-first consecutive month of advertising gains in

The
Chicago Record-Herald

New York Office, 437 Fifth Ave.

LincolnFreie Presse

LINCOLN, NEB.

Actual Average Circulation **143,054**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

If You Want Results

You can get them by advertising in the New York Clipper. It circulates amongst Theatrical People, who are the best paid, best dressed and most extravagant people in the world. *What they want they get!*

Do you want some of this business?

USE THE CLIPPER

ADDRESS

NEW YORK CLIPPER, New York City

promise of a rich industrial and agricultural future. In the September number of the *National Magazine* is a round-up of over twenty pages of this advertising. The issue is an Arkansas number, with special articles extolling the wealth of the state and with fiction by its well-known writers. In the editorial pages about half the space is taken up with the manner of Arkansas' awakening. With the text thus heavily charged with Arkansas "write-up," the different communities of

Come to Little Rock

The Manufacturing and Commercial Centre of the Southwest



Natural Gas for Manufacturing All Kinds of Clays for Brick and Domestic Purposes
Greatest Timber District in the World
All Railroads Center Here
River Transportation to Saint Louis, Cincinnati, New Orleans and the Ocean
Great Grain, Fruit, Rice and Cotton Lands
Unlimited Fields of High-Grade Stockless Coal
Tile and Cement
Elegant Homes, Fine Churches, Magnificent Schools
Great Opportunities for Men
Great Opportunities for Capital
Great Opportunities for Profits
Great Wholesale and Jobbing Center

U. S. Army Records show the Post at Little Rock has the lowest death rate of any Post in the United States

Write for Information Today BUSINESS MEN'S LEAGUE Little Rock, Arkansas H. F. JONES, Secretary

ARKANSAS USING A MAP IDEA TO SHOW IT IS PROGRESSIVE.

the state have seen fit to patronize the issue with much paid advertising. Commercial leagues and the railroads are represented with alluring copy.

NATIONAL ORGANIZATION PROBLEMS.

On the commercial map of the country fifty years hence will appear the names of big industrial enterprises not now existing. In every case the place of location will be a matter of deliberate choice among many cities. Forceful advertising by communities will surely place data before many of these future enterprises that will determine their abiding places.

Community advertising is only in its infancy. The field is fertile, awaiting the skillful cultivator. One of the first things likely to be formed is a national organization of community "boosters." A community in advertising has learned the virtue of team work. Those responsible for pushing their cities onward and upward are sure, therefore, heartily to lend themselves to an all-American association.

HOW GEORGE ADE WROTE ADS.

George Ade, the humorist, said the other day before the Cleveland Ad Club that the chief thing in preparing an advertisement is to make your ad convincing. "If your copy does not carry the conviction, then you have not prepared a strong advertisement.

"For instance, I used to write ads for a patent medicine concern that was pushing a cure for the tobacco habit. It was my task to write about the curse of being addicted to the use of deadly nicotine and how easily the habit could be overcome by using the remedy we were placing on the market. And the stuff had a large sale because when I wrote the ads, I was sitting smoking contentedly at a cigarette or pipe, in a room thick with tobacco smoke, and I knew what I was writing about."

The Business Man's Publishing Company, Ltd., of Detroit, announces a change in the name of the magazine formerly known as the *Bookkeeper*. The new name is *Business and the Bookkeeper*, which will be used first in connection with the September issue.

The Cleveland News conducted a 500-mile automobile reliability contest from Cleveland to Toledo and return, July 25th, 26th and 27th. Thirty-six cars entered the contest, carrying 120 people, and seventeen perfect scores were recorded.

Coincident with the sixth international Esperanto Congress held recently in Washington, the *Herald* carried Esperanto advertisements.

N. F. Feil was elected secretary of the Omaha Bee Publishing Company at a recent special meeting. Mr. Feil was formerly business manager of the Bee.

RESERVATIONS

Can Now Be
== Made ==

IN THE

Thanksgiving Number

The Christian Science Monitor

BOSTON, MASS.

Local and National
Circulation

Rate for this num-
ber, 20c Per Line

BEST POSITIONS AFFORDED
EARLY RESERVATIONS

125 pieces copy now
in; also 24 full page
reservations

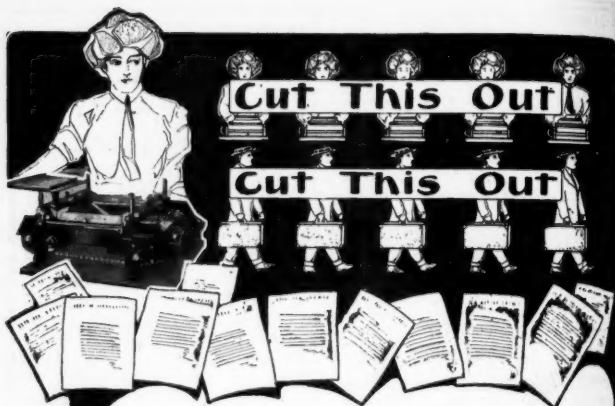
NEW YORK | CHICAGO

Suite 2092-3

1 Madison Avenue

750 People's

Gas Building



Multiply your selling power by letters and multiply the power of your selling letters with a Printograph—the perfect multiple letter machine.

The more good letters you put into the mail box, the more good orders you'll get out of it.

With the Printograph—the perfect multiple letter machine—you can do nine-tenths of your selling work. You can locate and interest your prospects so your salesmen can spend their time *closing sales* instead of doing missionary work.

**Aids the Advertising Manager and Agent.
And multiplies the Advertisers' Profits.**

Besides its great purpose as a seller of goods, the Printograph is useful to advertising agents and managers in many other ways. It takes proofs clearly and cleanly and does all kinds of small printing jobs.

20,000 Letters a Day—Real Letters.

The Printograph can do as much work as 200 stenographers—do it better, do it quicker and cheaper. Any boy can operate it, either by hand or attached to an ordinary electric light socket, consuming about the same as a 32-candle power lamp.

This perfect multiple letter machine operates on exactly the same principle as a typewriter; it prints by impact instead of pressure; the type ribbon and roller are of exactly the same material used on exactly the same principle as on your typewriter.

Every letter it produces has a human—struck-one-key-at-a-time look that no other form letter process has ever achieved.

The Printograph requires no more space for its operation than a typewriting machine—makes less noise and is just as cleanly.

Proof Before You Pay.

We will put a Printograph in your own office to use without cost or obligation. If you're not convinced it will increase your selling power by several figures, send it back—that's all.

Cut out this coupon to-day and we'll tell you and show you how the Printograph can help you cut out a lot of unnecessary salesmen's and stenographers' work—how you can sell more goods for less expense.

Cut This Out

U. S. Printograph Company
1804 12th Street
La Crosse, Wisconsin



Call or Write: Printograph Company,
1804 12th Street, La Crosse, Wisconsin.
Tell without cost or obligation all about the Printograph and how it can help you in your business.
Also explain your Free Trial Offer.
Name.....
Address.....
No. 1100

Printed Things

Booklets, catalogs and business literature of all kinds may be forwarded for review in this Department by advertisers or printers. Address "REVIEW EDITOR," PRINTERS' INK, 12 West 31st Street, New York.

"Growth," issued by the Citizens Savings & Trust Co., of Cleveland, is an elaborately illustrated figure of speech. There are sixteen pages, and seven of them are full-page half-tones of

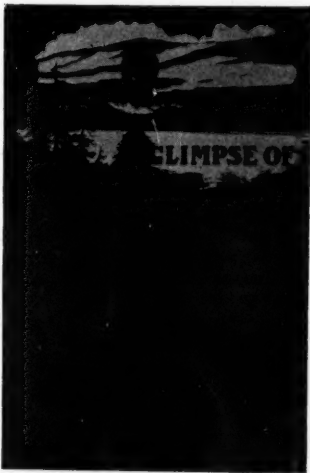


flowers growing in natural surroundings. Opposite each picture is a description of the flower. Below this in smaller type is a paragraph describing the facilities of the bank. The cover is a handsomely reproduced photograph of crimson ramblers spreading over a garden lattice. The first impression is that the booklet must be issued by a seed house. But the preface says that is aimed to illustrate some hardy flowers and to explain "their care and growth as a reminder that an account opened in the savings department will form the nucleus for a fund which will steadily grow to substantial proportions." Altogether it is a curious advertising experiment. We daresay the officers of the bank pronounced such advertising a waste of money, and again we dare say they are mistaken. Produced by the Bryan Printing Co., of Cleveland.

* * *

An air of emptiness, bordering on desolation, pervades the pages of "O-te-sa-ga," a booklet about a fine big summer hotel recently erected on Otsego Lake, at Coop-

erstown, N. Y. Not that the booklet is unsubstantial through lack of facts or argument, but because its maker has lapsed into the conventional habit of those writing hotel literature, and, in the pictures, shows the interior and the exterior of the building all but entirely depopulated. The sumptuous rooms, the beguiling drives and the imposing approaches might be meant for human use, but it would have been better had the designer thrown in a few folks to demonstrate it. A very few people are shown in the many photographs, but they seem to be shrinking from sight.



All this may seem like a small point to make, but it is certain that otherwise treated the booklet would have made a less dreary impression. The physical make-up of the booklet is admirable. The half-tones are excellent and the 10-point caslon type stands out to good effect against the cream-colored background. Print-

ed by the Matthews-Northrup Works, Buffalo.

* * *

On the other hand, "A Glimpse of Utah" is densely populated, as might reasonably be expected of that section of the country. Note the statue of Brigham Young, half-toned opposite the preface, and down below you will see a bare-footed urchin, with galluses tautly drawn, peering through the grating at the famous Mormon. The booklet is issued by the passenger department of the Denver & Rio Grande R. R. to exploit the place where "health and wealth abound." The pages show attractive scenery, good homes and many evidences of prosperity. A sketch of the early settlement of Utah and a description of some of its natural wonders and its cities and towns lead up to the real meat—a demonstration of the agricultural and mineral wealth of the state. Excellent editorial judgment is patent to the critical eye all through. The booklet is worth looking at because in several respects, it misses the defects seen in many exploitation pamphlets. Engraved and printed by the Carson-Harper Co., Denver.

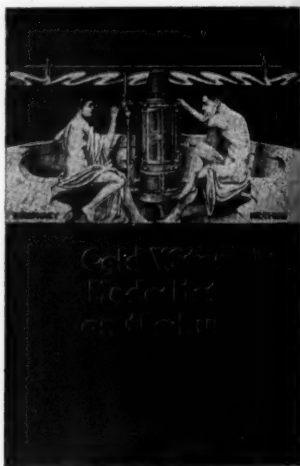
* * *

Some authority on the fitness of things should have slipped up to the man who was preparing the booklet "Cold Water Made Hot on the Run," have put his hand gently but firmly on his shoulder and have said, "Don't! That type layout is spoiling the pages. Cap lines strewn at random, with small cap lines and other sub-head lines in caps and lower case, also at random, will make any reader who thinks well of his eyes throw the whole thing in the waste basket. Print the text in black, not in gray. Don't crowd half-tones of your furnace fixtures into a page already jammed. Make more room somehow; let the eye 'breathe.' Leave off your border illustrations—they distract. You are making your booklet a jungle." But no one was there, and hence the result as it is now being sent

out to inquirers by the Humphrey Co., Kalamazoo, Mich.

* * *

"Hotel Silver" is a straddle between a booklet and a catalogue. It was gotten up by R. Wallace & Sons Mfg. Co., Silversmiths, of Wallingford, Conn., for circulation among hotel men. To the man unfamiliar with hotel business, the booklet "looks good." Four pages in front carry half-tones showing well-known hotels using the company's silver product. Then follow fifty pages of the catalogue sort—price tables on the left hand and illustrations opposite. The chief merit of the booklet lies in the orderly way it presents, clearly and attractively, the pictures of over two hundred table articles. Not a coffee pot,



not a sugar spoon, not an oyster fork loses its individuality. The layout man and the printer may divide the credit for a good piece of work.

◆◆◆

The Texas Farm Co-Operator has issued an interesting little booklet emphasizing the fact that crops in Texas mature early in the season. The booklet is entitled "Early Money." The supply of this early money in Texas is estimated at \$25,000,000.

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June, 19
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The

The Commissioner of Corporations reports that during June last the high record was reached both as regards production and as regards shipment of news paper. The production was 101,241 tons as against 92,824 tons in June, 1909. This year's June output is 101 per cent normal. June shipments totaled 96,667 tons, as compared with an average of 86,000 tons for the preceding five months.

The Wallace Advertising Company

has been incorporated to do a general advertising business at Atlantic City, N. J., with a capital of \$4,500. The incorporators are: R. J. Eastwick, Henry S. Wallace and Geo. H. Rimmington.

George B. Hische, who for the past nine years has been connected with the Lewis Publishing Company as its Chicago representative, has severed his connection with that company.

1847 ROGERS BROS.



**X S
TRIPLE**

ANTIQUE
PATTERN

"Silver Plate that Wears"



The famous trade mark
"1847 ROGERS BROS." guar-
 antees the *heaviest* triple plate.
 Catalogue "P" shows all designs.

MERIDEN BRITANNIA CO.,
(International Silver Co., Successor)

New York
Chicago
MERIDEN, CONN.
San Francisco



WHEN you have to make a drawing away from your desk and its conveniences, use **STRATHMORE MOUNTED PAPERS.**

They do away with the bother of mounting and stretching papers, saving a lot of time when time is limited and most valuable. They are so rigidly mounted that there is no necessity of carrying along a drawing-board or portfolio on which to work—thus, lightening the burden you have to carry.

Either finish, smooth or medium, works beautifully under the brush in either clear wash or full color. Most dealers carry **STRATHMORE MOUNTED PAPERS.** If yours doesn't, write us and we'll tell you where to get them.

MITTINEAGUE PAPER COMPANY
 The "Strathmore Quality" Mills
 MITTINEAGUE, MASS., U. S. A.

LOCAL AND BRANCH SHOE STORES MAKE WAR WITH ADVERTISING.

PHILADELPHIA SHOE TRADE ENLIVENED WITH LOCAL AD. WAR—SOROSIS, FRAZIN & OPPENHEIM AND LOCAL BRANDS CONTEST VIGOROUSLY.

An advertising shoe war between dealers representing various national brands and manufacturers' branch stores has been making Philadelphians give more thought to trade-marked brands in the past few weeks than ever before. In the heat of the battle some of the large stores with brands of their own have been impelled to appear in print, arguing sturdily for the merits of their goods.

Advertising hostilities were precipitated when Geuting's, a

drift away, and so P. T. Hallahan enlarged his copy and talked suede shoes in big type more vigorously than he ever had done before.

The two stores have each had their distinctive copy. Hallahan believes in a 300-line card each day, with a page on Sunday,



THE Shoes For Young Fellows

—college men and others who are more than exacting—those who are "shoe cranks," make just such a distinctive shop as Niederman's necessary.

We wouldn't keep so many more different styles than other stores if we didn't have an overly particular class of patrons. And if shoe individuality appeals to you, any discriminating dresser will tell you to come here first—for the cut-of-the-ordinary in footwear

We know that it pays to give the young fellows exactly what they want—not what we think they ought to have.

Of course our experience and judgment are often admitted, but our most distinctive styles are their own best salesmen.

We carry so many more "radical" styles than other that exclusive men ever so much more here than elsewhere. Service, style and solid comfort. Be different about the foot—come to



NIEDERMAN

39-41 S. 9th St.

900 Chestnut St.

900 S. 9th St.



Men Want Character SHOES

—the kind that lend individuality to the feet as well as fit snugly and comfortably.

Sorosis

combines these essential attributes, hence their popularity.

\$4; \$5 and \$6

SPECIAL IN BOOTS

Men's Pure Silk Thread, in all shades, 50c pr.

Sorosis Shoe Co.

1312-14 Chestnut St.

newcomer in the retail shoe field, made a bold play for patronage with a series of live ads. Naturally older firms could not remain idle and watch their choice trade

while Geuting uses broadsides of half pages three times a week, with a full page on the seventh day. Hallahan's advertising is rather general in scope, while Geuting concentrates on a number of widely known trade-marked shoes, which he heralds with all the enthusiasm and force of the manufacturer himself.

Then the manufacturers' branch stores boomed their advertising guns, the Sorosis, Frazer & Oppenheim, and Neiderman & Zimmerman let loose broadsides. To add to the pleasure of the shoe manufacturers and the newspapers, the department stores have taken a hand in the advertising competition, and shoe trade boomed splendidly as a result of this bitterly contested war.

The Selling Power of Beauty in Advertising

is never better shown than in the effect of printed matter on CAMEO PLATE.

Cameo is a half-tone paper absolutely without gloss. It enriches illustrations, deepens half-tones, dignifies type.



CAMEO PAPER



—White or Sepia—for Printing—

It will immeasurably improve your booklets and circulars. The comparison of the same text and pictures on glossy paper and on Cameo is simply astounding.

We have prepared an exceedingly handsome book which you are invited to write for. It will show how to obtain the selling power of beauty in advertising.

Write for Samples and Name of Nearby Dealer

S. D. WARREN & COMPANY, 163 Devonshire St., Boston

Makers of Fine Coated and Uncoated Book Papers

COMMERCIAL ART

Advertisements offered for criticism in this department may be addressed direct to Mr. Ethridge at 25 E. 26th Street, New York

By GEORGE ETHRIDGE

If you were to go into a machine shop with a piece of work in your hand and ask the man in the front office how long it would take to do it and how much it would cost, there isn't one chance in several hundred that he would give you a direct answer. He would probably put on his

more of his opportunities than those who have arrived at the age of prodigality, so to speak. Frequently, the little eighth and one-quarter pages in the magazines show up much better, in proportion, than their big brothers, the full pages. Here is a little thirty-line ad of the Mount Pleasant



No. 1.

glasses, look the thing over, call in a man from the back shop, make a few figures on paper, and then tell you 75 cents or a dollar an hour. Ask him how many hours, and he wouldn't have the most remote idea.

The mechanical mind seems to work in the most peculiar planes and angles, and perhaps this accounts for the fact that mechanical advertising, as a rule, is a law unto itself, and does not seem to have any regard for such little details as final cost and time required to produce results.

Advertisement No. 1 is fairly typical of the great majority of what might be called machine shop ads. It is entirely too crowded and cramped from an advertising point of view and to an outsider does not give an adequate idea of the importance of this drilling machine which is made to appear more like a toy than a practical appliance for real work. No. 2 is suggested as a method of showing the machine to better advantage and at the same time giving an opportunity for a few words of type setting forth its merits.

* * *

It often seems that the man with only a small advertising appropriation at his command makes



No. 2.

Academy, which is an excellent utilization of a small space. The treatment, while simple, is decidedly artistic and strong. The little display heading is attractive to parents and the text sounds sterling and inviting enough to give the impression of a good school, well managed. It is a

for Boys

About that Son of Yours

What are your plans for him? Are you going to send him away to school? The selection of a school then becomes an important matter. We invite you to send for our catalogue, describing Mount Pleasant Academy, founded in 1814. Here young men are thoroughly prepared for college. The general training develops a high sense of responsibility and manly character. Delightful home life. Manual training. The location is very beautiful—and only 31 miles from New York City. If you are interested in such a school, or in MOUNT PLEASANT HALL, for boys under 15, write to CHARLES FARMER, ESQ., 200 N. 3rd St.

Mount Pleasant Academy
Ossining-on-Hudson, N. Y.

pleasant change from the usual school advertisement, featuring a more or less conventional building, set in the usual well-kept grounds.

* * *

Speaking of results, here are three advertisements clipped from a trade paper, whose space is supposed to be more valuable than rare jewels and precious stones. It is to be hoped that each of these

three advertisers is getting good results from his space, but it is difficult to figure out how a reader can make the nice discrimination necessary to differentiate between which is which, not to speak of who's who, and what's what.


ENGINEERS

For Blast Furnaces—Nodulizing Plant
—Power and Manufacturing Plants

LADD & BAKER, Inc.

Mutual Life Ins. Co.'s Bldg.
1011 Chestnut St., PHILADELPHIA, PA.

FURNACES OF ALL KINDS GAS
HOT BLAST STOVES PRODUCERS
REVERSING VALVES POWER
FOR GAS OR AIR OR HAND OPERATED



WALTER O. AMSLER D.S.C.
WABASH BUILDING
PITTSBURGH, PA.

THE YORK PATTERN WORKS

DESIGNS AND ESTIMATES
FURNISHED FOR ALL KINDS
OF PATTERNS.

—YORK, PA.

These little trade cards that go in a trade journal and rarely ever come out remind one of the good old days when it was not unusual to see, here and there, the announcement, "This space is reserved for John Smith."

* * *

Put on your glasses and read this: "A real carburetor has arrived." Outside of this, the information conveyed by the quarter page advertisement, from the "Automobile" magazine, is about as scarce as Scotch whiskey in a co-coanut. We are not advised as to whether the carburetor arrived by train, steamer, airship, or motor, though it was presumably the last. The name we will learn next week, or next month, or next year, if we happen to run across the fu-

ture publicity of this real carburetor. Maybe it isn't christened yet, and, anyway, the solicitor sold a quarter page space, the advertiser spent fifteen or twenty dol-

A
REAL
CARBURETOR
HAS
ARRIVED

NEXT WEEK
NAME WILL BE
ANNOUNCED

lars, and isn't it the main issue to sign a contract and pay for space? Taken all in all, this is about as fine an example of an advertising brainstorm as could be discovered anywhere.

Owen Jones, formerly of *Dress*, has joined the soliciting staff of *Good Housekeeping* as New York City solicitor, taking the place of Howard R. Handy.

Albert Hanson has been appointed manager of foreign advertising for the *Birmingham News* and the *Montgomery Advertiser*, succeeding Hand, Knox & Co. The appointment takes effect September 1st.

"A Daily Newspaper for the Home."

The Christian Science MONITOR

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world.
Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave.
Chicago Office: 750 Peoples Gas Bldg.

Advertising rates furnished on application.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENCIES

STANLEY DAY AGENCY, New Market, N. J., established 20 years. Advertisements placed in any paper desired.

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

ADVERTISING MEDIA

THE Textile Manufacturer, Charlotte, N. C., leading textile publication South. Circulation increased 50% past year.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE producer of results in the Middle West, where farmers have big money, is *Farm Life* of Chicago. Address **DEPARTMENT P. I.** for sample copy and rates.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

REAL ADVERTISING "About Cuba." An English-Spanish Business and Agricultural monthly. L. Maclean Beers, P.O. Box 1078, Havana, Cuba.

BILLPOSTING

FRED PEEL, official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA**, Times Building, New York City. Send for estimates.

BUSINESS OPPORTUNITIES

PUBLISHING PROPERTY

\$25,000 will buy leading weekly trade paper, earning over 25%. Undeveloped field. Big snap for some one. Other big interests only reason for selling. Address **"TECHNICAL,"** care **Printers' Ink.**

FOR SALE - INTEREST IN ONE OF THE MOST PROMISING TRADE JOURNALS in this country to man who can edit the same. Address **"W. D.,"** care of **Printers' Ink.**

DO you ever **WANT?** (no doubt you often **NEED**) business letters absolutely unlike many with whose taste your **WASTE PAPER BASKET** has long been familiar? Letters that are brief, clearly explanatory, and self-respecting, and that tell a good, clean-cut, probable story, without bombast or bluster. Possibly you'd like to see some samples of such? **Francis I. Maule, 401 Sansom Street, Philadelphia.**

HELP WANTED

ARTIST WANTED—One who understands general newspaper work, including cartoons, layouts, retouching, etc., to take charge of Art Department. Splendid opportunity for competent man. Address **"GRIT,"** Williamsport, Pa.

SALESMAN—Advertising specialties, labels, posters, etc. One of our clients will pay \$2,000 to \$2,500 for an experienced, successful man. **BUSINESS SERVICE CO., 805 Singer Building, New York.**

POSITIONS OPEN in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1896. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

Assistant Advertising and Sales Manager

By long established Manufacturer of Food Products. Prefer man with successful experience in this or similar line. Good salary at start with exceptionally fine prospects for man of ability. Applications strictly confidential. Address, stating qualifications, **"P.O. BOX 147,"** Portland, Maine.

INFORMATION AND ILLUSTRATIONS

ASK **THE SEARCH-LIGHT** Anything You Want to Know. 341 Fifth Avenue, New York.

LAYOUT PAPER

Layout Paper is an aid to the expert—instructive and educational to the laymen. You need it, postal brings particulars. **H. H. STALKER, 202 Majestic, Toledo, Ohio.**

LIVE STOCK

Alfalfa Lodge Yorkshires—Bred right, sold right. Large, lusty pigs at eight weeks. J. G. CURTIS, Box 272, Rochester, N. Y.

MISCELLANEOUS

MANUFACTURERS of desks, filing cases and office specialties suitable for mail order catalogue business write what you have. Business established four years. W. R. POWER, Box 82, Montgomery, Ala.

I Buy

Unused United States Postage Stamps in any quantity. All denominations. Send for rates. ALFRED A. ISAACS, Department 1, 25 Broad Street, N. Y.

NEWSPAPER PROPERTY WANTED

PARKS, 46 Pine Street, Brooklyn, N. Y. Evening paper wanted in town of 25,000; 150 miles New York; rundown property, with good field, preferred; give full particulars; send copies publication.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. B. LACEY, Washington, D. C. Established 1869.

POSITIONS WANTED

CIRCULATION Manager, City Editor and Humorist wants position. Something new. Investigate. Address "C. R. S.," Printers' Ink.

ADVERTISING MANAGER wants to connect with manufacturing concern in charge publicity department. High priced, experienced man willing to make sacrifice to live in small town—locate anywhere, "FORD," Printers' Ink.

ADVERTISING MAN OPEN FOR POSITION—He writes logical, forcible, convincing copy—prepares neat, attractive booklets and catalogs—edits business getting house organs—can manage an advertising department economically, effectively and successfully—possesses initiative, perseverance and enthusiasm—will begin work at once. Age 27, married, earnest, steady—and not afraid of work. Salary \$2,500 per year. Address "A. E. B.," care Printers' Ink.

PRODUCING ADVERTISING SOLICITOR, seven years' class journal and agency experience, will change September 1st. Clean, successful record. Best references. Box "F. P. H.," care Printers' Ink.

ADVERTISING ARTIST with agency-engraving and newspaper experience, who uses "sales producing ideas," wishes to change present position. Handles black and white and color work. Address "N. E. T.," Printers' Ink.

Classified Advertising Manager

Situat on wanted by a Classified Advertising Manager, one who has proven his ability to produce successful results. Has filled the position of Classified Manager on two of the largest Metropolitan dailies during the last eight years. Can give A-1 references and show an excellent record. "CLASSIFIED," care Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and enclosing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. WINTHROP PRESS, 419 Lafayette St., N. Y.

PUBLICITY AGENT

Do You Want Publicity?

I have been producing results for eight years.

GEORGE N. MORAN
Publicity Agent

154 Nassau Street, New York

I handled the recent Hudson-Fulton Celebration Publicity alone, and that's going some.

TRANSLATIONS

CORRECT TRANSLATIONS FROM ENGLISH TO FRENCH promptly done. Medical work a specialty. Price reasonable. MAURICE TREMBLEY, 298 Sherbrooke West, Montreal, Canada.

Is There a Publisher

That can use the services of a young man 29 years old? Have 10 years of advertising knowledge. Understands foreign advertising accounts and contracts. Very well posted on classified advertising. Have fine system to care for the business. Good references. Good habits. Will do anything and will open correspondence with any one anywhere. At your service now.

CALVIN W. MORGAN, Lisbon, N. H.

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1909, 20,628. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

COLORADO

Denver, Post, has a paid circ. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average circ., 1909, 61,088.

3- This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT

Bridgeport, Morning Telegram, daily average for June, 1910, sworn, 13,338. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1908, 7,726; average for 1909, 7,720.

Meriden, Morning Record & Republican. Daily aver. 1908, 7,729; 1909, 7,729.

New Haven, Evening Register, daily. Aver. for 1909 (sworn) 17,109 daily 2c.; Sunday, 13,229, 5c. Largest and best circulation in New Haven.

New Haven, Union. Average year, 1909, 10,547. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Average 1909, 6,736. A model newspaper; get a copy.

Norwalk, Evening Hour. Average circulation exceeds 3,800. Carries half page of wants.

Waterbury, Republican. Average for 1909, Daily, 6,651; Sunday, 7,031.

Waterbury, Herald. Sundays. Average circulation for 1909, 13,887 net paid.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Average, month of June, 1910, 50,416 (© ©).

FLORIDA

Jacksonville, Metropolis. Average, February, 1910, 14,414. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union. Average month of May, 1910, Sunday, 24,644; daily, 20,633. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

ILLINOIS

Belvidere, Daily Republican entitled to Roll of Honor distinction. Need more be said?

Champaign, News. Leading paper in field. Average first five months, 1910, 6,161.

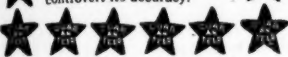
Chicago, Breeder's Gazette, a weekly farm newspaper. \$1.75 Average sworn circulation year 1909, 78,496 and all quality. Rate, 35 cents, flat.



Chicago Examiner, average 1909, Sunday **604,612**, Daily **181,224**, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Chicago, Record-Herald. Average 1909, daily net paid, **139,176**; Sunday net paid, **193,831**. Daily, two cents Sunday, five cents. The home newspaper of the Mid West. Circulation and advertising books open to all advertisers.

The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Joliet, Herald, evening and Sunday morning. Average for 1909, **8,836**.

Peoria, Evening Star. Circulation for 1909, **30,874**.

Sterling, Evening Gazette, average circulation for 1908, **4,409**; 1909, **5,122**.

INDIANA

Evansville, Journal-News. Average, 1909, **11,943**. E. Katz, S. A., N. Y.

Princeton, Clarion-News, daily and weekly. Daily average, 1909, **1,702**; weekly, **2,674**.

South Bend, Tribune. Sworn average May 1910, **11,807**. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1909, **9,180**. "All paid in advance."

Davenport, Times. Daily av. July, '10, **16,360**. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, Times-Journal, morn. and eve. Pd. in advance July 20, 1910; dy. **9,022**; Sun. **11,426**.

Washington, Eve. Journal. Only daily in county. **2,909** subscribers. All good people.

Waterloo, Evening Courier, 52nd year; net av. June, '09-June, '10, **6,291**. Waterloo pop., 27,000.

KENTUCKY

Lexington, Herald. D. av., '09, **6,872**. Sunday, **7,802**. Week day, **6,697**. "When you advertise in Lexington Herald, you cover Central Kent'cky."

Louisville, The Times, evening daily, average for 1909 net paid **48,488**.

MAINE

Augusta, Kennebec Journal, daily average 1909, **9,168**. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1909, daily **9,923**; weekly, **27,763**.

Portland, Evening Express. Average for 1909, daily **18,219**. Sunday **Telegram**, **10,806**.

MARYLAND

Baltimore, American. Daily aver. 1st 6 mos., '10, **79,234**; Sun., **102,476**. No return privilege.

Baltimore, News, daily. News Publishing Company. Average 1909, **89,416**. For July, 1910, **81,000**.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, Evening Transcript (C.C.). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average circulation.

Daily (2 cents a copy)
1909, **180,278**; Gain, **3,981**

Sunday
1909, **523,069**; Gain, **3,279**

Advertising Totals: 1909, **7,338,279** lines
Gain, 1909, **468,879** lines

2,804,350 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.



Human Life, The Magazine About People. Guarantees and proves over **150,000** copies monthly.

Fall River, Globe. The clean home paper. Best paper. Largest cir. Actual daily av. 1909, **7,663**.

Lawrence, Telegram, evening, 1909 av. **8,888**. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1907, **16,823**; 1908, **16,894**; 1909, **16,539**. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

Boston Post's GREATEST July

AVERAGE JULY, 1910

The Sunday Post
257,518

Gain of 6,012 Copies
Per Sunday over July, 1909

The Daily Post
335,524

Gain of 50,850 Copies
Per Day over July, 1909

Salem, Evening News. Actual daily average for 1909, 18,574.

Worcester, Gazette, evening. Av. '09, 16,778; first 6 mos. '10, 17,424. Largest ev'g circulation.

Worcester, L'Opinion Publique, daily (©). The only Gold Mark French daily in the U. S.

MICHIGAN

Detroit, Michigan Farmer. Read by all Michigan farmers. Ask any advertiser. 80,000.

★ **Jackson, Patriot.** Aver. July, 1910, daily 10,828, Sunday 11,709. Greatest circulation. By using the *Patriot*, you reach the buying class of Jackson and for 40 miles around. The *Patriot* has character, tone, influence and circulation among the people worth appealing to. List the *Patriot* for Fall business. Ask for rates.

MINNESOTA

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for six months ending June 30, 1910, 103,916.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. Av. 1909, 84,485. A.A.A.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for 1909, 25,887.

CIRCULATION

★ **Minneapolis, Tribune,** W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for six months ending June 30, 1910, 88,687. Average circulation of Sunday *Tribune* for same period, 80,092.



by Printers' Ink Publishing Company



Minneapolis, Journal, Daily and Sunday (©). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 74,398. Daily average circulation for July, 1910, evening only, 77,631. Average Sunday circulation for July, 1910, 79,005. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



MISSISSIPPI

Biloxi and Gulfport, Herald, evening. Daily circulation for 1909, 1,109; January, 1910, 1,211.

MISSOURI

Joplin, Globe, daily. Average, 1909, 18,111. E. Katz, Special Agent, N. Y.

St. Joseph, New-Press. Circulation, 1909, 38,852. Smith & Budd Company, Eastern Reps.

St. Louis, National Druggist (©), Mo. Henry R. Strong, Editor and Publisher. Average for 1909, 9,084. Eastern office, 508 Tribune Bldg.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1909, 119,083.

NEBRASKA

Lincoln, Deutsch-American Farmer weekly. 142,208 for year ending Dec. 31, 1909.

Lincoln, Freis Press, weekly. Average year ending Dec. 31, 1909, 143,054.

NEW JERSEY

Camden, Daily Courier. Actual average for year ending December 31, 1909, 9,142.

Jersey City, Jersey Journal. Average for 1909, 24,198. Last three months 1909, 24,484.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. Ave. 10-'07, 20,370; '08, 21,336; 20-'09, 19,062; March, '10, 20,382.

NEW YORK

Albany, Evening Journal. Daily average for 1909, 16,921. It's the leading paper.



★ **Brooklyn, N. Y. Printers' Ink** says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1909, 63,905.

Buffalo, Courier, morn. Average, Sunday, 56,737, daily, 46,284; *Enquirer*, evening, 26,884.

Buffalo, Evening News. Daily average for 1907, 24,843; 1908, 24,023; 1909, 24,307.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1909, 5,636.

Mount Vernon, Argus, eve. Daily av. cir. year ending Dec. 31, 1909, 4,921. Only daily here.



★ **Newburgh, Daily News,** evening. Average circulation entire year, 1909, 3,713. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, first four months, 1910, 10,999.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1909, 7,666.

Cliffier, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, 25,903 (©).

Leslie's Weekly, 235 Fifth Avenue, Leslie-Judge Co. Over 250,000 guaranteed.

The Tea and Coffee Trade Journal. Average circulation for 12 months to January 1, 1910, 4,941; August, 1909 issue, 20,000.

The World. Actual average, 1909, Morning, 10,305. Evening, 399,569. Sunday, 460,966.

Poughkeepsie Star, evening. Daily average year, 1909, 5,013; first six months, 1910, 5,460.

Schenectady, Gazette, daily. A. N. Liecety. Actual Average for 1909, 17,470; for June, 1910, 19,414. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, Star. Aver July, 1910, 14,198. Sheffield Special Agency, Tribune Bldg., N. Y.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1909, daily 32,458; Sunday, 40,922.

Troy, Record. Average circulation 1909, 21,320. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1909, 2,883.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1909, 18,117.

NORTH CAROLINA

Asheville, Gazette-News. Average, '09, 5,643. Asheville's leading paper. Only aft. paper in Western North Carolina with Associated Press.

Charlotte, News. Evening and Sunday Aver., 1907, 5,393; 1908, 5,182; 1909, 7,346. Try it.

NORTH DAKOTA

Grand Forks, Normanden. Norwegian weekly. Actual average for 1909, 9,450.

OHIO

Cleveland, Plain Dealer. Est. 1831. Actual average for 1909: Daily, 80,988; Sunday, 103,686. For July, 1910, 91,733 daily; Sunday, 112,930.

Columbus, Midland Druggist and Pharmaceutical Review. 43rd annual volume. Best medium for reaching druggists of the Central States.

Youngstown, Vindicator. D'y av., '09, 15,338; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, The Oklahomaian. July, 35,076 week day, 42,145 Sunday. E. Katz, Agent, N. Y.

OREGON

Portland, The Evening Telegram is in its 34th year. Owns exclusive Associated Press afternoon franchise. It printed 179 more PAGES of local mercantile advertising than its nearest afternoon contemporary. For the first six months of 1910 it shows a gain over the corresponding six months of last year of 31,831 inches, 1,217 of it in the foreign held and 6,430 in the classified. Sworn average circulation for June, 29,962.

Portland, The Oregonian, (©). July average circulation. Sundays, 58,745; Daily, 48,220. For 50 years the great newspaper of the Pacific Northwest. More circulation, and carries more foreign, more local, and more classified advertising than any other Oregon newspaper.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1909, 7,785. N. Y. office, 225 5th Ave. F. K. Northrop, Mgr.

Erie, Times, daily. 21,448 average July, 1910. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Harrisburg, Telegraph. Sworn average July, 1910, 17,523. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

Johnstown, Tribune. Average for 12 mos., 1909, 12,467. July, 1910, 12,462. Only evening paper in Johnstown.

In Philadelphia It's The Bulletin

Net Daily Average for June, 1910

235,936

COPIES A DAY

A copy for nearly every Philadelphia home.

"THE BULLETIN" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Chicago Office,
J. E. Verree, Steger Bldg.
New York Office,
Dan A. Carroll, Tribune Bldg.

Philadelphia, Confectioners' Journal, mo. Average 1908, 8,517; 1909, 8,522 (©).

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia —has been awarded all four of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.

GUARANTEE
Philadelphia. The Press (☉☉) is Philadelphia's Great Home News-paper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for Feb., 1910, 88,054; the Sunday Press, 163,995.

Washington, Reporter and Observer, eve. and morn. Circulation for June, 1910, 12,645.

GUARANTEE
West Chester. Local News, daily, W. H. Hodgson. Aver. for 1909, 15,860. In its 36th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, Times-Leader, evening; daily net cir. first 6 months, 1910, 17,276, guaranteed.

York, Dispatch and Daily. Average for 1909, 20,015

RHODE ISLAND

Pawtucket Evening Times. Average circulation 12 mos. ending June 30, '10, 19,452—sworn.

GUARANTEE
Providence, Daily Journal. Average for 1909, 21,558 (☉☉). Sunday, 28,138 (☉☉). Evening Bulletin, 40,991 average 1909.

Westerly, Daily Sun, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1909, 5,237.

SOUTH CAROLINA

Charleston, Evening Post. Evening. Actual daily average 1909, 5,311. July, 1910, 6,964.

GUARANTEE
Columbia, State. Actual average for twelve months, 1909, daily (☉☉) 14,436, Sunday (☉☉) 14,969.

Spartanburg, Herald. Actual daily average circulation for 1909, 2,630.

TENNESSEE

Nashville, Banner, daily. Average for year 1907, 36,206; for 1908, 36,554; for 1909, 40,086.

TEXAS

El Paso, Herald, June, 1910, 11,602. Only El Paso paper examined by A. A. A.

VERMONT

Barre, Times, daily. F. E. Langley. Av. 1909, 5,231. 1st 4 mos., '10, 6,718. Examined by A. A. A.

Burlington, Free Press. Daily average for 1909, 8,773. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, Argus, dy., av. 1909, 3,348. Only Montpelier paper examined by the A. A. A.

St. Albans, Messenger, daily. Average for 1909, 3,194. Examined by A. A. A.

VIRGINIA

Danville, The Bee. Average June, 1910, 4,000; July 4,087. Largest circulation. Only eve. paper

WASHINGTON

GUARANTEE
Seattle, The Seattle Times (☉☉) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Dec. '09, cir. of 64,246 daily, 84,362 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1909 Times beat its nearest competitor 2,766,054 lines.

Tacoma, Ledger. Average 1909, daily, 18,793. Sunday, 26,165.

Tacoma, News. Average for year, 1909, 18,829.

WISCONSIN

Janesville, Gazette. Daily average, July, 1910, daily 8,236; semi-weekly, 3,768.

Madison, State Journal, daily. Actual average for Jan., 1910, 5,960.

GUARANTEE
Milwaukee, The Evening Wisconsin, daily. Average daily circulation for April and May, 1910, 43,233. Gain over April and May, 1909, 2,768 daily. A paper with the quantity as well as the quality circulation. It covers the city of Milwaukee and the State of Wisconsin like a blanket. It has proven its productive value to the advertiser. Chas. H. Eddy, Foreign Representative, 1 Madison Avenue, New York. 150 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)

GUARANTEE
Milwaukee, The Milwaukee Journal, (evening daily). Average in July, 1910, 62,682; gain over July, 1909, 3,602 daily; average for 12 mos., 61,533 daily. Covers over 60% of Milwaukee homes. Supreme in classified and display advertising. Rate 7 cents flat.

Oshkosh, Northwestern, daily. Average for Dec., 1909, 9,801. Examined by A. A. A.

Racine, Daily Journal. May, 1910, circulation, 5,043. Statement filed with A. A. A.



THE WISCONSIN AGRICULTURIST

GUARANTEE
Racine, Wis., Established 1877. Actual weekly average for year ended Dec. 31, 1909, 60,000. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

WYOMING

Cheyenne, Tribune. Actual net average year, 1909, daily, 5,125; semi-weekly, 4,994.

BRITISH COLUMBIA

Vancouver Province, daily. Average June '09, 18,601; June '10, 21,555; daily average for '09, 18,420. H. DeClerque, United States Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1909, daily, 40,890; daily June, 1910, 45,327; weekly 1909, 27,060; June, 1910, 20,793.

Winnipeg, Der Nordwestern, Canada's National German weekly. Av. 1909, 18,162. Rates 50c. in.

Winnipeg, Telegram, dy. av. May, '10, 31,788, (Saturday av., 35,450). Farmers' Weekly, same period, 30,000.

QUEBEC, CAN.

Montreal, La Presse. Daily. Average for June, 1910, daily 97,000. Largest in Canada.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word. THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (☆☆), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Chicago *Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West. "NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

You'll be satisfied with your "Want Ad" in **THE INDIANAPOLIS STAR**

Indiana's leading "Want Ad" Medium. Circulation 75,000. Publishes more classified advertising than any other paper in Indiana. Rate One Cent Per Word.

Only Sunday Paper in Indianapolis.

The Indianapolis Star
INDIANAPOLIS, IND.

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns



THE Boston *Globe*, daily and Sunday, for the year 1909, printed a total of 460,465 paid Want Ads; a gain of 42,557 over 1908 and 308,023 more than were printed by any other Boston newspaper.



MINNESOTA

CIRCULATION THE *Tribune* is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ending 1908, 2,233,819 lines of classified advertising. Rates: 1 cent a word, cash with order; by Printers' Ink Pub. Co. —daily or Sunday.



THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.



THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in July, 1910, amounted to 197,064 "lines"; the number of individual ads published were 24,743. Eight cents per agate line it charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

NEW JERSEY

THE Jersey City *Jersey Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 35,076. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation

SOUTH DAKOTA

THE Aberdeen *Daily American*—the popular Want Ad medium of the Dakotas.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

(◎◎) Gold Mark Papers (◎◎)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

Out of a total of over 23,480 publications in America, 125 are distinguished from all the others by the so-called gold marks (◎◎).

ALABAMA

The Mobile Register (◎◎). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, June 1910, 80,416 (◎◎).

GEORGIA

Atlanta Constitution (◎◎). Now as always, the Quality Medium of Georgia

ILLINOIS

Bakers' Helper (◎◎). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (◎◎). Actual average circulation for 1909-10, 16,902.

KENTUCKY

Louisville Courier-Journal (◎◎). Best paper in city; read by best people.

MAINE

Lewiston Evening Journal, daily, average for 1909, 7,821; weekly, 17,598 (◎◎); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston Evening Transcript (◎◎), established 1830. The only gold mark daily in Boston.

Boston, Textile World Record (◎◎). The oldest and most influential textile mill journal.

Worcester L'Opinion Publique (◎◎). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK

Army and Navy Journal, (◎◎). First in its class in circulation, influence and prestige.

Brooklyn Eagle (◎◎) is THE advertising medium of Brooklyn.

Century Magazine (◎◎). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (◎◎). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (◎◎) established 1874. The leading electrical journal of the world. Average first quarter, 1910, 19,116 weekly. McGraw Publishing Co.

Engineering News (◎◎). Established 1874.

The leading engineering paper in the world. Av. circulation over 17,500 weekly.

Engineering Record (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 15,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

New York Herald (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

The New York Times has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (◎◎) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (◎◎), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The Press (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. February, 1910, sworn net average, Daily, 85,064; Sunday, 163,995.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (◎◎), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The State (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (◎◎). Oldest and most influential paper in Tidewater.

WASHINGTON

The Seattle Times (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax Herald (◎◎) and the Evening Mail. Circulation 16,837, flat rate.

Business Going Out

The advertising of the Holstein-Friesian Association is in the hands of the A. W. Ellis Agency, 10 High street. Orders are going out at the present time to the usual list of mediums.

This agency is also sending out orders for the advertising of Burt & Packard, Brockton, Mass., manufacturers of the Korrek Shape Shoe.

Some additional newspaper orders are being sent by the Morse International Agency on the advertising of the Potter Drug & Chemical Company.

The Cowen Agency is sending out fifty-six-line copy to women's publications on the advertising of a new fireless cooker. Its client is the Fibrex Sales Company, with offices in the new John Hancock Bldg.

The Alpha Salad Cream Company is using a small list of New England papers on the advertising of their product. The account is handled by the F. P. Shumway Company.

The John Buchanan Advertising Agency, 176 Federal street, is asking for rates from high-grade national publications for the advertising of a new correspondence school.

The King-of-All Stroppler Company will make up a list early this fall using larger space and taking more mediums. National weeklies and monthlies will be used and the account handled by one of the Boston agents.

The Howard Dustless Duster Company is making up a list for a fall campaign. Women's publications are to be used and orders are going out direct.

Blake, Allen & Co. have sold the Kushion Komfort Shoe to Mr. Harrison, who originally owned it. A new list is to be made up in a few weeks.

The Paul Mfg. Company has been reorganized and is sending out good-sized copy to local papers. It manufactures an Egyptian Deodorizer for which a small list of magazines is to be made up this fall. The business is handled by Wood, Putnam & Wood.

Through an error in a recent issue it was mentioned in this column that the Baltimore & Ohio R. R. advertising for New England was going out direct. This business is placed by the Frank Presbrey Company.

The advertising of the Dr. Hallock Remedy Company, which has been suspended during the summer months, is to start again early in September. A large list of New England papers is

to be used. The business is handled by the C. Brewer Smith Agency.

The Boston office of the George Batten Company is placing 112-line copy in general mediums for the Consumers' Irish Company, Gloucester.

The Wyckoff Advertising Company's Boston office is handling an appropriation for the advertising of the O. A. Miller Shoe Treering Company, Brockton, Mass. Orders are going out to general publications.

The F. P. Shumway Company, 373 Washington street, announce that constantly increasing business compels them to greatly enlarge their offices and increase their telephone facilities.

N. W. Ayer & Son are considering mediums for the advertising of Torrey's Razors and Razor Strops. Orders will go out from the home office within a short time.

The P. F. O'Keefe Agency is using a few women's publications for the advertising of W. W. Winship & Co., Summer street, Boston, manufacturers of fine leather goods.

USE Farm and Stock

"At the Hub of the Corn Belt"
ST. JOSEPH, MO.

For the Corn Belt States
Missouri, Iowa, Nebraska,
Kansas

FARM AND STOCK SUBSCRIPTION RETURNS

For July, 1910

196 Ten Year Subs. at regular rate, \$5 each.	\$980
48 Five Year Subs. at regular rate, \$3 each.	144
70 Three Year Subs. at regular rate, \$2 each.	158
687 One Year Subs. at regular rate, \$1 each.	687

960 \$1019

July is the hardest subscription month in the year. Farmers are all busy as beavers making hay and harvesting. This is a remarkable advance—one that means substantial permanent growth.

49,000 CIRCULATION
20c. A LINE

Farm and Stock, St. Joseph, Mo.

The Mitchell Advertising Agency, of St. Paul, is ordering 196 lines, six times, of papers on the Coast for the Northwestern Lines.

Frank Seaman Incorporated is ordering 7,000 lines in Texas for Joseph Burnett. (Vanillas, extracts.)

J. M. Zeiler & Co. are ordering five inches, e. o. d. for a year for E. M. Hoops, Wilmington, Del.

Frank Seaman Incorporated is ordering space for Turkey Red Cigarettes on the Pacific Coast.

The Southern Mfg. Company, Richmond, Va., is ordering 100 inches in the South for Good Luck Baking Powder through the Staples & Lemons Advertising Agency, Richmond.

The Switzler Agency is signing 760 lines for the Lexoid Company, Chicago.

Stack Parker, Chicago, is ordering 3,000 lines for the Santa Fe Railroad in the South.

The Nelson Chesman Agency is ordering 5,000 lines in Tennessee for the Chattanooga Medical Company.

The Fuller Agency, Chicago, is ordering 200 lines in the South and the Southwest for the Standard Protector Company, Chicago.

Lord & Thomas, Chicago, are ordering 10,000 lines in the Southwest for the Chicago, Milwaukee & St. Paul Railroad.

J. W. Thompson, New York, is ordering additional space for Horlick's Malted Milk. Special copy is being sent to special territory as designated.

Wylie B. Jones is ordering 150 lines for the W. J. Thompson Company, Exalted Mystic.

The O'Keefe Agency is ordering 2,184 lines, covering a period of six months, in the South and West in weeklies, for the Winchester Repeating Arms Company.

Gunther Bradford is signing 1,098 lines in the South for St. Mary's College, Notre Dame.

The Fuller Agency, Chicago, is signing for the F. J. Kellogg Protone Company, Battle Creek, Mich., 396 lines in newspapers in the Southwest and West, Sundays.

The King Harness Company, of Owego, N. Y., is ordering space covering a period of three months through the Frank Seaman Agency.

The E. E. Vreeland Agency, New York, is ordering 2,000 lines in newspapers generally for Thompson's Glove-Fitting Corsets.

The J. Walter Thompson Company, New York, is ordering space in theatre programmes for "Marvel."

The Swiss Federal Railroad is planning a newspaper campaign which will be larger than any yet conducted by this railroad. A list of cities throughout the country is being made up. Newspapers not on the list are invited to present their arguments and rates. Orders will go out through the Dorland Advertising Agency, Atlantic City.

The Adolph Deimel Advertising Agency, Brooklyn, is sending out orders to a list of Southern papers for the Ad. Sal Sano Company. A list of ten Catholic weeklies is also included. The same agency is ordering 2,000 lines in New York state newspapers for the Order of the Knights and Ladies of Honor.

The active campaign of advertising San Antonio as a winter resort will start the middle of November, according to W. G. Crush, general passenger agent of the Missouri, Kansas & Texas Railway. Advertising devoted to homeseekers will start about September 1st, as few tourists start before December 1st.

M. J. Shaughnessy & Co., New York, are sending out additional business to New York state newspapers to apply on existing contracts for the Mountain Valley Water Company.

J. Walter Thompson Company is ordering space in Southwestern papers for John Wanamaker, New York and Philadelphia.

The Wyckoff Advertising Company, Buffalo, is ordering space for Booth's Hyomei Company, Buffalo.

The Collin-Armstrong Advertising Company, New York, is placing contracts for the Royal Solvent Soap Company, Syracuse, 3,000 and 5,000-line contracts, New York state newspapers.

The San Francisco Ad Men's Association met at luncheon July 13th. At that time the expressed opinion was that "San Francisco has had plenty of notoriety but not enough publicity." The club took initial action to make it so that its city will get that kind of advertising which it should have.

The *Herald-Republican*, of Salt Lake City, has been held in contempt of court by District Judge T. D. Lewis and fined for publishing the confession of Harry Thorne, when the latter was about to be tried for the murder of George W. Fassel, while talesmen were being examined.

The total expenses of the Omaha convention were \$3,100. Of this sum named the Omaha publicity bureau contributed \$1,600.

The H. W. Kastor & Sons Advertising Company, of St. Louis, feeling the need of more space to accommodate a growing business, recently moved into the Equitable Building, where it is now occupying the entire tenth floor.

30 Advertisers for — 4 Years —

☞ That's the way BETTER FRUIT pays!

☞ We've just passed our fourth anniversary, and in running over the last issue, find that of 58 advertisers who started in our first issue—July, 1906—30 of them, or 51 per cent, have appeared in every edition since. And in the corresponding numbers for 1907-8-9 we counted up 57, 65 and 98 advertisers who haven't missed an issue since they ran their first copy.

☞ Isn't that fine for a four-year young publication?

☞ Youth is no handicap, however. BETTER FRUIT now has 12,000 subscribers—every prosperous fruit grower west of the Mississippi. Every one is the owner of a productive fruit farm, and is able and willing to spend for needs and luxuries.

☞ Think these facts over and apply them to your own proposition. Then send for sample copies and detailed circulation information.

Better Fruit Publishing Co.
HOOD RIVER, OREGON

Gaining Every Month

Each Month from January 1 to August 1
the Amount of Advertising in

The Globe

TORONTO

Has shown an increase
over the corresponding
month of 1909, making for
these seven months

A TOTAL GAIN OF
2,271 $\frac{1}{2}$ COLUMNS

Made up as follows:—

	1909.	1910.
January	1,175 $\frac{3}{4}$	1,496 $\frac{3}{4}$
February	1,199 $\frac{3}{4}$	1,391 $\frac{1}{2}$
March	1,284	1,593
April	1,331 $\frac{1}{4}$	1,864 $\frac{3}{4}$
May	1,405 $\frac{3}{4}$	1,650 $\frac{1}{2}$
June	1,428 $\frac{1}{4}$	1,754 $\frac{3}{4}$
July	1,323 $\frac{3}{4}$	1,668 $\frac{1}{4}$

Total 9,148 11,419 $\frac{1}{2}$

Canada is the United States'
third best customer, and is
to-day the most rapidly ex-
panding market in the world

The Globe

CANADA'S NATIONAL NEWSPAPER

United States Representatives.

Verree & Conklin

Verree & Conklin

Brunswick Building, Steger Building,

New York

Chicago, Ill.